









## VISITORS' GALLERY: Mrs. Rose Stiftel-Lipman Headmistress with Courage

By Masha Shulewitz

"WHEN I spoke about Hebrew Day Schools way back in the 1920's, I was laughed at. Now, in 1963, they are an important factor in the life of Anglo-Jews. There is our future," said Councillor Mrs. Rose Stiftel-Lipman, who has a name of firm confidence. Her name is familiar to most British settlers in Israel, for she has been active in Anglo-Jewish life for longer than most of us can remember.

"Youngest Headmistress with the Biggest Courage" — this was the title she was accorded in 1922 when she agreed to head London's first Hebrew kindergarten in Stamford Hill. Since then, she has never ceased to believe in education. Hebrew education.

Herself a fluent Hebrew, she believes fervently in the idea of teaching the language against a background of Jewish religious values in order to bridge the gap between Israel and the Diaspora and to assimilate immigrants and increased immigration to Israel from the West.

When the Zionist Federation of Great Britain first convened the Hebrew Day Schools Committee over four years ago, it was only natural that this veteran Hebrew educationalist should be invited to join it. Later, she accepted the post of principal of the Hebrew Day School, now the largest of its kind in England. One of seven begun by the Zionist Federation, it is situated in Hackney, a working-class area where the Jewish population now exceeds that of the East End.

The school is completely bilingual. Classes are conducted in Hebrew and English and during most of the day Hebrew is spoken. An Israeli teacher gives gym lessons using Hebrew terminology. Since most of the children come from non-Orthodox homes, parents are invited to festival celebrations so that they may gain a better understanding of what their children are learning.

"What about the standard of living among those Hebrews drawn from the regular studies?" I asked. "On the contrary," came Mrs. Lipman's prompt reply. "If anything the Jewish content gives added meaning to the regular subjects. The London County Council is very satisfied with the work done." The school is registered with the Ministry of Education.

Mrs. Lipman, a cheerful, kindly man who had been sitting quietly, throwing an occasional admiring glance at

### Clubs Replace Street Corners



Blood basket weaver of the Shderot Golden Age Club.

By Ruth Calz

WHEN they asked the oldest inhabitants of the swarthy town of Shderot, which hugs the Gaza strip border down south, what they wanted most to be happy in Israel, they said almost in unison, "a place away from the over-crowded homes we share with our children and grandchildren — a place where we can be among ourselves and are in nobody's way."

Back in Moroccan and Tunisian towns little stores and street corners served as these oldsters' venues. But in Shderot it's different. The roads are wide; unshaded and dusty; they have nothing of the noisy intimacy of the Mellah's cobblestone lanes. The old folks stayed in the crowded homes, while the young ones moved out to the Biblio.

Shderot was one of Israel's first development towns where the social agencies undertook a survey of the inhabitants' needs. Together with Malben-J.D.C. they questioned the people on what they needed most. And the 104 elderly men and women, supported in many instances by their younger relatives, wanted a club-house.

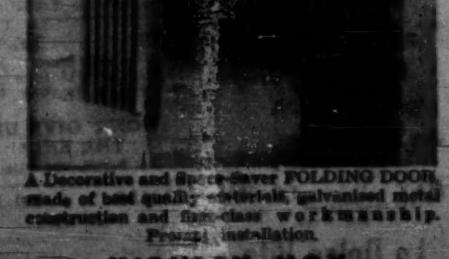
A club-house they got. With Malben's assistance the local council put up a spacious pre-fab, and each noon-time old men and women converge on it for a four-hour session — handicrafts, Hebrew study group, and a simple meal. Here they swap gossip in peace.

As the club closed in the late afternoon one day came a serious discussion got under way in another far-off, a stone's throw away. Why had only a fraction of the 104 who had pleaded for such a club shown up so far? The town's "citizens' committee," which represents all sections of the community, including civic-minded housewives and young mothers, were disconcerted to find that some of the new centre's rooms were standing empty.

"Maybe," said a committee member who had come to the meeting straight from his shift in the Helet oilfield and was still in his greasy overalls, "maybe they fear to come because they think their welfare allocations will be cut" and the committee was on the spot to visit homes and invite elderly citizens to come and see for themselves, and also to explain that club membership in no way abolished other privileges.

This "citizens' committee," which deals with all the community's ills, such as getting the authorities to install the long-overdue indoor plumbing, seeing to it that families paint their house walls with materials supplied free by Amader, nagging for the provision of a public bus to the oilfield, also reviews the senior citizens' club activities and guides the young instructor. And a representative of Malben's Division for the Care of Aging, who attends these committee meetings, promised the instructor that he would help round up those who were too shy to join the club.

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## Nutritional Differences Marked — Deficiencies Not Apparent

By Yitzhak Odar

"WHEN I spoke about the relatively high standard of nutrition in Israel compared by all income groups?" Mrs. Lipman smiled and adjusted a pair of rimless glasses on a rather perfunctory note: "Well, the Inspector was a charming man who was here for three hours and was most interested in what we do to encourage the children to come to school. When he sat down to speak with us, he insisted on covering his head with a kippah. He wrote up a wonderful report about the school, which was of great encouragement to us."

**REGRET**  
What about the question of segregation which is often raised in Israel? In Jewish schools?" I asked this veteran campaigner as she placed a pin that had fallen from the whirl of plastic at the back of her grey hair. "Isn't a lot of rubbish," she retorted. "Our children feel much better than those in public schools and are less easily segregated whenever there is a prayer or New Testament lesson. We have many common activities with other schools, particularly sports, and the whole atmosphere is a very natural and happy one."

Mr. Lipman recalled the visit to her school by Mr. Eshai Sharvit. He showed great interest in their work

and encouraged her to come here to witness personally the spirit of Brotherhood which we are trying to instill into the children. But I did not make this over-due trip solely as a tourist," she said, explaining that she was the guest of the Israel Office of the British Zionist Federation. In fact this middle-aged woman, whose manner is friendly, whose smile is warm, has never ceased to tell us, has been spending most of her time meeting important officials concerned with education in this country, including the Acting Minister of Education, Mr. Amitai, and Moshe Dayan.

She was discussing a pin which will cement relations between Israel and the young generation growing up in a Hebrew and Jewish atmosphere in the Day Schools of the Zionist Federation. In her spare time she has not stopped working to study the methods of teaching used here.

Apart from her work with the Jewish community, Mrs. Lipman has been a member of the British Labour Party for 24 years and is a Municipal Councillor in the largest local authority in the borough of Hackney. She brings to her manifold duties a wealth of knowledge and experience, as well as a youthful zest and the warmth of understanding of a Jewish mother.

The divergence from this per capita average were, however, very serious. In the lower third (by income) of the families surveyed, the average consumption of animal protein was 182 grams per month, compared with 212 grams per month in the highest income groups.

A Health Ministry Medical School team has now completed a survey of food consumption and nutritional status among a part of the population that may be said to be one of the most critical in this respect: the women in the second half of their pregnancy from low-income families in immigrant settlements in this country, including the Acting Minister of Education, Mr. Amitai, and Moshe Dayan.

The interesting conclusion of the study, according to Professor Kari Yehiel Guggenheim of the Medical School, the Nutrition Adviser to the Ministry of Health, was that while the food intake of a great majority of the subjects was quite unsatisfactory, no gross deficiencies were found (the proportion of anemia cases was 12 per cent). Without the practice of enriching bread flour, says Professor Guggenheim, the condition of the subjects would have been worse: over a third of their intake of calcium and iron was supplied by the bread they consumed.

A study made by Dr. Chaim Mendelsohn of the Ministry of Agriculture is even more revealing, because it deals with the consumption of animal proteins — now recognized as the most telling criterion of nutrition quality as well as becoming the basis of the 1956/57 consumption study of 5,000 wage-earning urban and semi-urban families, a very broad and representative sample.

Dr. Mendelsohn found that the daily per capita consumption of animal protein was 30.6 grams — as against the extremes of 5.3 grams in India and 65.8 grams in the U.S. The Israel figure, which is just above the quota recommended by the U.S. National Research Council, is higher than that of any other Asian or African country and higher than for Southern Europe.

The fourth is the fourth of a series of articles on Nutrition. The first three appeared on May 27, June 3 and July 1.

that is the ultimate purpose of any game) and wrote back asking if he wasn't sure there wasn't something else wrong with something. We offered him a small radio so he could take to school, a super Meccano or, best, a real ex-army walkie-talkie.

SON wrote back saying that he could not have an air gun he would accept the talking thing. He did not seem especially enthusiastic so all our subsequent letters carried glowing descriptions of its uniqueness and usefulness. Finally we presented both gun and bulky walkie-talkie. The man explained to us that the army now have pocket ones which will probably also be obsolete in a year.

Treatment consisted of X-rays to the head to cause all the hair to fall out and the painting of the scalp with iodine for weeks. Quite apart from the mental torture of children being drugged away from home to get this treatment, it is likely that many cases of leukemia (cancer of the blood cells) were caused by the excessive radiation. All in all, the treatment of the disease was much worse than the disease itself, but a public opinion had been created that demanded treatment at any price.

Then came a grisly ending. English workers found that it caused ringworm in guinea pigs and hamsters.

The first 10 cases of ringworm treated at Hadassah were cured by this new antibiotic: 20 cases treated at Tel Hashomer were also completely cured. Never before have so many children been cured in such a short time.

The UNRWA-sponsored library in the Hadassah Community Centre in Kiryat Yovel charges the lowest fees, five agorot a month for a reading charge, with only IL deposit. It has 1,000 readers.

The only other major library established for children is run by WIZO in Beit Hakerem. It has 300 readers and charges IL a month as an initial deposit of IL.

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BACK TO HANDMADE

ONE of those unusual turn-

about that generally do not happen in this age of mass production has now taken place in Tel Aviv. Mr. Herman Deutscher, who established himself 20 years ago

as "Bony," Tel Aviv's leading shop for traditional

handicrafts, has gone back to custom work.

Bony built up a very large clientele and the shop preferred to have shoes made to measure, but later went over to mass production. Today Bony is again making shoes at his new location on Rehov Ahad Ha'am, where Mr. Deutscher has bought out the long-established firm of Cohen, known for quality hand-made shoes for men and sports shoes for women.

Bony used to create all the shoes at fashion shows. In the past few years he was not active on this front, but now that he is back catering to the individual he expects to make a new bid to provide the models with original foot-wear.

SQUASH COSTS SO LITTLE

By Molly Bar-David

EVERYTIME I hear a parent complain about the high cost of feeding her family, and I ask what to do about it, I tell her that "squash costs so little."

The trouble is, of course, that most children refuse to eat it. Why I do not know, unless they have learned to weave: "For years I thirsted for something to break my monotonous darkness," said David who with his unkempt, gray beard and powdered face looked through his hands and stopped straight out of the Bible. "Here I have found a purpose in life."

As the club closed in the late afternoon one day came a serious discussion got under way in another far-off, a stone's throw away. Why had only a fraction of the 104 who had pleaded for such a club shown up so far?

The town's "citizens' committee," which represents all sections of the community, including civic-minded housewives and young mothers, were disconcerted to find that some of the new centre's rooms were standing empty.

"Maybe," said a committee member who had come to the meeting straight from his shift in the Helet oilfield and was still in his greasy overalls, "maybe they fear to come because they think their welfare allocations will be cut" and the committee was on the spot to visit homes and invite elderly citizens to come and see for themselves, and also to explain that club membership in no way abolished other privileges.

A club-house they got. With Malben's assistance the local council put up a spacious pre-fab, and each noon-time old men and women converge on it for a four-hour session — handicrafts, Hebrew study group, and a simple meal. Here they swap gossip in peace.

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**The Weather**

	A	B	C
MT. Carmel	55	52	50
Tiberias	55	52	50
Haifa Port	64	58	55
Tel Aviv-Kirya	55	52	50
Tel Aviv-Port	64	58	55
Levada Airport	57	51	51
Jerusalem	47	48	48
Gaza	55	52	50
Haifa	55	52	50

\* 1000 ft. of S.E. of Tel Aviv. B) Temperature range yesterday morning. C) Temperature forecast.

**ARRIVALS**

Mr. Elmer Furt, Director-General of Amicar, after a business trip to Europe.  
Rabbi James G. Heller, National Director of Community Relations for the Jewish State Organization, and Mrs. Heller, of New York; Mr. A. D. Hirsh, honorary chairman of the Jewish City Council; Mr. and Mrs. Hirsh and family; Mr. Joseph Sacks and Mr. Max Greenwald, members of the Board of Governors of the Miami Beach Community Foundation; Mr. and Mrs. Mr. and Mrs. Jack Dison, of Miami Beach, Florida; Dr. Sam Fischman, of Brooklyn; Mr. and Mrs. and Mr. and Mrs. Samuel Katz, of Brooklyn, N.Y. — all under the auspices of the Bond Organization.

Judge and Mrs. Louis R. Lasker, of New York; Mr. and Mrs. Eugene Hartman, of New York; Mr. A. B. Weinfeld and Mr. Gilbert Seiden, Columbus, Ohio; and Mr. and Mrs. William H. and Mrs. Charles H. Underhill, of the U.S.A.

Mr. Otto Aszken, District Engineer of Enugu, Nigeria; Mr. Abel Moshes, an engineer, from the same city; and Mr. Emmanuel Larivie, Municipal Engineer of Accra, to attend a symposium on water problems, were also present, to be held next week at the Technion.

Mr. C. Oscar Olimpo, from Spain, to study Hebrew poultry breeding methods for six months (ov. II A).

**Rev. Norman Peale Arriving Tomorrow**

Rev. Norman Vincent Peale, of the Mayo Clinic, Christian Church in New York, is due to arrive on Saturday from the Old City for a five-day visit to Israel as part of a Middle East tour.

Rev. Peale is a well-known writer in the U.S., and has a regular column in "Look" and a syndicated column in some 200 Sunday papers. He also appears on several T.V. programs. In Israel he will run a special series of articles, "Programmes on his present Middle East visit."

**U.N. Special Fund Chief Due Tomorrow**

Mr. Paul G. Hoffman, Managing Director of the U.N. Special Fund, is due to arrive on Saturday evening for a three-day visit as the guest of Minister Abba Eban.

During his visit, Mr. Hoffman will also visit the Nahal Shikun project, which is the management, which is the first Special Fund project to be implemented in Israel, and meet with the Prime Minister and other Ministers and officials concerned with economic affairs.

On Monday evening he will give a lecture at the Weissmann Institute under the title: "The role of the U.N. in the development of new states."

A 14-YEAR-OLD GIRL from Kiryat Shmona yesterday drank insecticide by mistake. She was taken to the Government Hospital in Safad, where her condition is reported to be serious.

**Two Ceremonies On Mount Herzl**

By MACANEE DEAN, Jerusalem Post Reporter  
Two Zionist shrines — the black basalt tombstone over the grave of Herzl, and the Herzl Museum, depicting various aspects of Herzl's unique fight for the establishment of a Jewish State — were dedicated on Thursday afternoon on Mt. Herzl, in Jerusalem.

Shortly before 4 p.m. a guard of honor of two ranks of soldiers, their rifles glistening in the setting sun, marched up to the tomb, which is on the summit of Mt. Herzl, overlooking Jerusalem and the Judean Hills. They formed up on either side of the tombstone, which was draped with the national colors.

Behind them two files of representatives of Zionist organizations moved toward their leader. On the large stone-covered place nearby, about 1,000 invited guests were seated. They included Cabinet Ministers, Members of the Knesset, other public figures and numerous tourists. Behind them stood a crowd of several hundred.

At 4 p.m. the Knesset Speaker and acting President, Mr. Kadish Lau, Prime Minister David Ben-Gurion, and Mr. Edmond Shamir, Chairman of the Jewish Agency Executive, took their seats.

**Guard of Honor**  
To the sound of a trumpet fanfare and the roll of drums the guard of honor presented the colors, and the President, who was up to snuff in the brisk evening breeze, The Zalulik choir sang Ha-das' "Hallelujah."

The Acting President, the Finance Minister, and the Chairman of the Jewish Agency Executive walked across the plain to the tombstone. Big bugles sounded and the crowd at the tombstone, as Herzl's flag was run up on the mast.

Castor A. Wilkowsky chanted Psalm 122 and Cantor Yaakov and Eliezer Haimon. Then the three national leaders returned to their seats.

Yosef Milzak, the producer, then read a joint Government-World Zionist Organization proclamation.

"In the hundredth year after the birth of the prophet of the Jewish State, creator and President of the World Zionist Organization, Dr. Benjamin Ze'ev (Theodor) Herzl, on the 50th of Heshvan, in the year 5712, to the memory of the 50th anniversary of Herzl's death, we have erected the monument erected upon his grave on the summit of the mountain bearing his name."

"This rock, quarried out of Galilee's stone, overlying the Eternal City, be a

perfect time." While Prime Minister Ben-Gurion was walking from one exhibit to another, the newly-opened Herzl Museum, he said to Mr. Yehiel Herzl, 69, who was Herzl's driver when the latter visited this country in 1902.

Mr. Herzl pointed out his newest pocket an old-fashioned watch, which is to be a memento, saying: "Herzl is still now and he keeps good time."

**Zionist Council To Meet Before Congress**

The Zionist General Council will convene in Jerusalem on October 21, some six weeks before the Zionist Congress is due to meet.

This was decided by the President of the Council at its meeting in Jerusalem yesterday.

**Ghana-Israel Bonds Can't Be Broken**

PETAH TIKVA — Israeli-Ghanaian friendship is such that it cannot be undermined by any force from the outside, said Ghanaian Cultural Attaché, Mr. J.C. Akai-Nettey, declared here yesterday in a speech.

The Chief Rabbi of Ghana, which met on Wednesday, had an "urgent" reason in order to act on the resignation. The ceremony took place at Posen Reich in Jerusalem, where Rabbi Reuven Katz, Chief Rabbi of Petah Tikva, is on vacation.

**Toldean Absent**

Five of the seven members of the Council attended. The absenter were the Minister for Religious Affairs, Rabbi Toldean, and Rabbi Zvi Palombo, who has not attended Council meetings for the past four years on account of ill health.

In accepting the resignations, the Council declared that "in the existing situation there is no possibility of conducting free elections which would be acceptable to the Chief Rabbinate."

The four representatives whose resignations were accepted are Rabbi E. Goldschmidt, R. Hugot, R. Moravitch, and Mordechai Eliash. In a statement issued through the Government Press Office, the Ministry for Religious Affairs said that following the acceptance of the resignations of the Chief Rabbinate:

• It is surprising that the four members submitted their resignations in view of the fact that the question of the status of the new members had already been submitted to the Attorney-General.

The Ministry is annoyed by the direct intervention of the Chief Rabbinate, a candidate for election. In the course of the interrogation, it emerged that he had been wounded in an attempt to rob a dry cleaner's shop in Herzl Litzman street a year ago.

He was severely beaten taking part in the robbery, in which two other men were captured, and being shot in the leg by his partner who caught him in the neck.

Mister Toldean, a resident of the United States, will be held at Balf Hill on Monday, July 15, at 8 p.m.

**ALL ISRAELI FRIENDS OF JACK AND VERA COHEN OF CAMDEN NEW JERSEY, U.S.A.**

AND THEIR AMERICAN FRIENDS NOW IN ISRAEL ARE CORDIALLY INVITED TO SHARE IN THE MITZVAT OF HAVING THEIR SON AVRAHAM

**AVRAHAM**

CALLED TO THE TORAH ON THE OCCASION OF HIS 18TH BIRTHDAY AT ZAHALAH SYNAGOGUE, HERZLIAH, SATURDAY, JULY 13, AT 9 A.M. RECEPTION FROM 8 P.M. SHARON HOTEL, HERZLIAH.

The Staff of the American Embassy extends sympathy and condolences to his colleague Leon A. Palombo.

on the death of his father

**DAVID PALOMBO****B'nai B'rith Hillel Foundation At The Hebrew University****A MEMORIAL MEETING**

On the 20th day of the month of Av

**Yehuda Shuvat**

Director of Balf Hill will be held at Balf Hill on Monday, July 15, at 8 p.m.



**Laying** of the three Labour Parties of the opening session of the Kibbutz Hamoshav convention on Wednesday at Mt. Herzl. (from r. to l.) Prof. Ben-Gurion, of Mezad; Ahiat Ha'avoda's Yitzhak Tshuval and Mayor's Meir Ya'alon.

(Photo: Brumbeus)

**All Set for Major Army Maneuvers**

POST MILITARY CORRESPONDENT

TEL AVIV. — An "eve of battle" atmosphere pervades military headquarters and camps as the Defense Forces complete preparations for the final stages of the biggest maneuvers to be held since the Sinai Campaign.

A large number of reservists will take part in the maneuvers, which will be staged over an extensive area of the Negev. Large armored columns have been concentrated in readiness for a final drive inside.

Several hundred guests, including tourists, were held spellbound by a breathtaking aerial display by all types of aircraft, from the latest fighters to the more powerful Super-Mysteres and Venitons.

**Aerobatics**

Overhead, the jets soared vertically to 8,000 feet, performing climbing rolls and eight-point slow rolls, as well as flying upside down. An Alouette helicopter spiraled upwards and played "football" with a red barrel while hovering just above the ground.

In a message to the new pilots read by Deputy Defense Minister Shimon Peres, Prime Minister and Minister of Defense Ben-Gurion said that the graduating class will be a valuable reinforcement to the I.A.F. and the new organization of Egypt's armored divisions.

After reading the proclamation, Mr. Shamir, Members of the Knesset, and representatives of 400 settlements filed past the tombstone. The representatives placed small blue and white bags, each containing a small gift, on the small green plot which surrounded the tombstone.

With the singing of "Ha-Tikva," the ceremony ended, although hundreds continued to file past the grave.

The thirty-minute timetable of the ceremony was strictly adhered to.

Earlier, at 4 p.m. the Museum was formally opened.

At 4 p.m. Prof. Yosef Weitz, on behalf of the Implementing Committee, received a guest, Mr. Shamir, who came to cut the ribbon, which was woven out of leafy green vines.

An exchange of letters

was read, formally transferring the Herzl Room — which is a replica of Herzl's study — to the other exhibits from the Jewish National Fund to the Zionist Organization.

**EXAM PAPER LEAK PROBE**

The Ministry of Education has set up a committee to investigate reports that advanced copies of this year's English matriculation examinations were circulated in Tel Aviv.

An official communiqué said that if there is evidence that the reports are true, further action will be taken.

**Israel Scouts Off To Persian Jamboree**

LYDDA AIRPORT. — Four Israeli scouts left by Air France late yesterday night for Tel Aviv to attend the Persian National Scouts Jamboree, which begins today and lasts for a fortnight.

The Chief of Staff, Major Gen. David Lanckov, Mr. Ascher Bar-Natan, Director-General of the Defense Ministry, and various foreign Military Attachés were also present at the ceremony.

**Neither Bang nor Whimper**

COURMAYEUR, Italy (AP). — It wasn't doomsday after all. The zero hour (2.45 Israel time yesterday afternoon) passed without Dr. Elio Bianchi's dire prediction of a world-shattering cataclysm coming true.

The bearded Milan pediatrician had predicted that a mystery "mystery bomb" explosion would tilt the world off its axis and knock off a second deuce. Only he and his believers would escape.

He with 100 followers Dr. Bianchi set up a salvation station, 2,000 feet up Mont Blanc's highest mountain, and prepared for the end of civilization.

He did not say who would touch off the bomb, but said it would be an accident. It would send the sun soaring in over the lowlands of the earth.

The end-of-the-world scare brought reactions across the world.

**One for the Road**

Twenty-seven Londoners — one of them shaking with fright — sought safety in a bus appropriately called "World's End."

At the Vatican officials had to assure a frantic woman telephone caller that Pope John could deny or confirm "an event that concerns only the will of God."

In Bologna, thousands of men, women and children sought to confess their sins in the dead of night as families right spent their last hours together.

Rabbis will lead churchgoers out of the town to the fields, tipped them generously in the possible belief that money would soon be of no use. One began to express the hope that the "End of the World" day might become an annual affair.

In the city of Acre, dozens of Arab women, leaving the end of the world would be caused by an earthquake, spent the day in the open air to avoid being crushed inside their homes. They collected on Napoleon's hill and ate sandwiches while their children played in the grass until dark, when they returned home.

In Ness Ziona, churches were crowded, and in general the Christian population was more disturbed at the prospect than the Moslem.

In the larger Jewish cities, however, the matter was treated as more of a joke.

A TRAINING centre for Arab social workers will soon be established in North Africa by the Social Workers Training Institute, under the auspices of the Ministry of Social Welfare. There will be ten students, who will study for two years as well as do practical work.

The two doctors allegedly had been killed in the traffic accident as the victim of a traffic accident. They remained there for 22 days.

The Ministry is annoyed by the direct intervention of the Chief Rabbinate, a candidate for election. In the course of the interrogation, it emerged that he had been wounded in an attempt to rob a dry cleaner's shop in Herzl Litzman street a year ago.

He was severely beaten taking part in the robbery, in which two other men were captured, and being shot in the leg by his partner who caught him in the neck.

Mister Toldean, a resident of the United States, will be held at Balf Hill on Monday, July 15, at 8 p.m.

The Staff of the American Embassy extends sympathy and condolences to his colleague Leon A. Palombo.

on the death of his father

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## A Love Affair with Norway (II)

# Happy Country Without Problems

**WHAT** are the principal problems of Norway?" I kept asking my student hosts who handed me on from one university to the next like a registered suitcase which must never be left out of sight.

Those among them who supported the Conservative or Liberal opposition parties would express mild anxiety about the tendencies of society in the Welfare State; high taxation, statism, de-personalisation, slackening of the individual moral fibre. But they quite readily admitted that if the opposition parties came to power — which is a purely abstract "if" — they would have to pursue essentially the same policy both in foreign and domestic affairs.

The Norwegian Labour Party, though after the First World War it joined, for a short time the Third International, never subscribed to the dogma of Nationalization. The Labour Government fosters private initiative, regulated indirectly but effectively by import controls and price controls. In so far, my memory fails me, there is no mark of a national Bank (as distinct from the ordinary fiscal Budget) the Government assures that 25 per cent of the national income is invested in long-term development projects (as compared with 12 per cent in an old country like Great Britain and 22 per cent in a young country like Canada). Socialism versus Capitalism has become a minor or less hollow battle-cry in most countries of the West: in Norway it has lost all meaning.

### No Snobbery and Little Crime

The decline of politics is made smoother by a specifically Norwegian peculiarity: the absence of class distinctions. Norway has no aristocracy, nobility, gentry or upper-middle class, either officially or unofficially. During the long centuries of Danish rule, the great feudal families became extinct, and the titles awarded to the Danish kings (all in all, three baronies and a score of lesser distinctions) were abolished when Norway became free of Danish rule in 1814. As a result, though all men are equal, Norwegians are more equal than others. Unlike Americans, who compensate their lack of a native aristocracy by maternal impurity, Norwegians are incredibly honest, free from social snobbery in any form whatsoever which may be one of the reasons why Mr. Evelyn Waugh took such a violent dislike to the country. The nearest approach to an upper crust are the big shipowners, but they are democratic in their habits and philanthropic by tradition. They are the Parasites of Norway, the Parasites of the West.

A member of the British Embassy whom I kept nagging on the subject by suggesting that some form of snobbery, however tortuous, must exist after all, finally came up with: "Come to think of it, most Norwegians with interests least about their country, of very discredited sailing-boats or a very primitive mountaineering, are on the point of collapsing. They are the signs of social status."

Nevertheless, I went on asking my student hosts: "What are Norway's problems? There must be some

reality of Hell, which caused a general outburst of indignation. Then there is the quarrel about the admissibility of women preachers. And also the recurrent, or chronic, controversies: the Vigeland Park, the Radhus architecture; and lastly, the language question: whether Norwegian or Danish.

Criminality — in spite of the touching Scandinavian habit of allowing convicts to spend work-days with their families — is almost negligible: "As per January 1, 1957, altogether 1,497 persons were accommodated in the institutions governed by the Prison Directorate. Of these, forty-eight were women." This sentence is quoted from Government publication "Administration of Justice in Norway," a present from the Attorney-General Mr. Andreas Aule, with whom I became friendly when I visited London as a guest of the National Campaign for the Abolition of Capital Punishment. We had coffee at Oslo's "Teatercafeen," frequented by actors, literateurs and, apparently, Attorneys.

The first thing he mentioned was his incredulous surprise at the agitation for reintroducing corporal punishment in Britain. Then we talked about crime in Norway. "A few months ago we had an ugly case," he sighed. "A man strangled his girl with her stockings. There were strong mitigating circumstances, but we had to give him eight years nevertheless alone, they produced Ibsen, Björnson, Hanssen, Undset — four Nobel Prize winners out of a population smaller than Switzerland's Tyroler's Challenge and Response? That might account for the explorers — Amundsen, Nansen, Sverdrup, Heyerdahl; but what kind of challenge made these seafarers produce the best contemporary designs in pottery and glassware?

And why has Bergen, as close to the Arctic Circle, the ambience of a fishing port in Provence? And why are these Nordic civilizations of Lutheran Evangelists less inhibited in matters sexual than the Latins on the Mediterranean shores? Will anthropology, social science psychology or what have you

ever provide a clue to questions of this nature? Or even to the question why, if you go by ferry in Oslo fjord from Bygdøy to Bygdøy, you pay a fare of three kroner, but if you go from Bygdøy to Bygdøy, you pay nothing at all?

I liked that ferry-boat very much indeed. It used to take me from Bygdøy to the centre of the town, and back through the white night of the fjord; the ticket collector was a Valkyrie in blue slacks who studied mathematics at the university.

Postscript on "Hafikva"

Though Gothenburg is not in Norway, it sits across the frontier. In Sweden, I may say for the sake of inclusion, a piece of incidental information which I discovered there. While sightseeing in Gothenburg, I noticed a memorial tablet on a house overlooking the canal, which said that the Czech composer, Friedrich Smetana, had lived there (in 1860, if I remember rightly) while composing his Moldavia symphonic poem. This stuck in my memory, because it is a well-known fact that Israel's National Anthem is a variation on a theme in that symphony.

I inquired what Smetana had been doing in Gothenburg and was told that he had been invited to conduct the orchestra of the Philharmonic Society that he became interested in Swedish folk music, and stayed nearly ten years in the country. As for that famous density of gables per square mile, this same question applies to another very small country (Hungary). To mention literature alone, they produced Ibsen, Björnson, Hanssen, Undset — four Nobel Prize winners out of a population smaller than Switzerland's Tyroler's Challenge and Response? That might account for the explorers — Amundsen, Nansen, Sverdrup, Heyerdahl; but what kind of challenge made these seafarers produce the best contemporary designs in pottery and glassware?

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### Occasional Controversy

Bored by my persistent questions, one student burst out: "The problem of Norway is that there are no problems!" But even that is not true. About once every year there is some violent controversy which rages in the Press and public for months on end. Two years ago there was the case of Mykle's "The Song of the Red Ruby" — Norway's reply to Hitler's "Mein Kampf." The author, Mr. Aule, found a homeric battle that lasted for ten days before the Supreme Court with my publisher, Harold Grieg (a great-nephew of the composer) over the definition of the word obscenity. Grieg was acquitted — All I wanted," he remarked philosophically in the Teatercafeen — "was to get a definition." But that definition, said Grieg, "could have cost me two years in jail."

More recently there was the case of a certain bishop who asserted the physical

each capable of turning a moisture droplet to ice, provided the cloud temperature is six degrees Centigrade.

The CHIRO selected five test areas, each containing two separate but climatically similar districts not far apart and each of 2,500 to 8,000 square kilometres in extent.

Clouds were seeded over one or another of these districts but never at the same time. Hundreds of rain gauges, read voluntarily by farmers, recorded the results — in some districts and in the catchment areas of natural or undriven weather. Not all the tests have achieved full success, but in the Snowy Mountains catchment areas and in the New England grazing districts in New South Wales an increase of 15 per cent or better in natural rainfall has been won.

Experiments showed that the heat substitutes for naturally occurring "freezing nuclei" were crystals of silver iodide, which closely resemble ice crystals. Australian scientists devised a technique of burning a solution of iodine (dissolved in acetone) in a special burner mounted above a window of an aircraft. The iodine smoke is released just below the cloud base and is drawn up into the cloud by the up-current. One gramme of silver iodide yields millions of artificial "freezing nuclei."

The first Australian interest in rainmaking was shown 12 years ago when CSIRO scientists followed up Dutch and American tests. In 1953 a Dutchman dropped dry ice on clouds over Holland and claimed to have produced rain. Meteorologists denied his claim and he gave up in disgust. In 1956 American scientists working with the General Electric Company produced a snow storm over Pittsburgh with dry ice but the snow did not reach the ground. Clouds form when moist air is cooled to the point where the air becomes over-saturated. The excess water is squeezed out and condenses on minute dust particles or nuclei, which are always present in the atmosphere, forming droplets of water. These droplets are so light that they float in the air and would never reach the ground unless they joined with other droplets.

Over continents, the scientists found rain will fall only from over-saturated clouds, that is, clouds at a height where the temperature is well below the freezing point, because droplets remain liquid for longer than usual. Once the droplets form to join together rapidly coalesce and fall to earth as

By Arthur Koestler

## Herzl's Living Memorial

Ben Shemen and Hulda Forests

By M. OHNE

SO that is the country...

You could do great things in H. Poore, that is what is required here. Plant half-a-million cypress trees on these hills, and they will grow like Niagara. This country needs shade and shadow, and when it gets them it will have a glorious future...

Like most of Theodore Herzl's visionary novel, "Altneuland," these words serve as an expression of his fundamental creed and convey part of his detailed programme for Zionist upbuilding.

For it would be an error to assume that the father of "political Zionism" had meant to postpone all practical work until the official "charter" was obtained.

Large-scale Jewish

farms and olive groves

were immediately suited to the Jewish

Peopla's Region in

both Ben Shemen and

Hulda, and that

when the

experience gained,

however, was not in vain.

There were two conclusions

which could be drawn in

1920: Firstly, that olives

are eminently suited to the Ju-

dean

forest

and olive oil

is the best oil

in the world.

Secondly, that

the average achievement of

Arab farms

is not

as good as

the average achievement of

Jewish farms

in the same area.

Based on that experience,

the farmers who settled at

the Hulda which replaced the

Arabs in 1920 after the vil-

lage had been destroyed

in the 1920 disturbances, made

olives their main crop.

But his followers took his

ideas. Shortly before Herzl's

death Prof. Otto Warburg

had proposed to plant on

the redeemed land olive

trees which are long-lived

and give abundant fruit,

whereupon an "Olive Tree

Fund" was set up to be

administered by

A. Ettinger, seeds of

stone pines were brought

from Mt. Carmel and sown

in an area of 250 dunams

near Ben Shemen, as the

name of the new Herzl

Forest.

Olive Groves

In 1928 the Palestine Off-

ice of the Zionist Organi-

sation was established under

Dr. Arthur Ruppin, and one

of its first mandates

was to carry out the Herzl Forest

at Ben Shemen and at Beit

Arif, renamed Ben Shemen

(from the Olive Oil) as an

allusion to the groves which

were about to be planted. To

tend the groves it was re-

quired to found adminis-

trative farms at the two sites

yards and returns them after

they have been emptied.

The many improvements in

this neighbourhood, which has

therefore been so sadly neg-

lected, the improve-

ments in every other part of

the city, make me realize how

much our Mayor and his

administration have accom-

plished and how hard they

are striving to make this city

the "Queen" of Israel.

Yours etc.

MRS. GISELLA NADLER

Jerusalem, July 5.

SLUM CLEARANCE LEVY

Editor, The Jerusalem Post

Sir — According to today's

Jerusalem Post a new com-

munity levy is to be levied on

Histadrut members for slum

clearance.

It is the task of

the Histadrut to

carry out the

task of

removing the

poorest sections of the

city.

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**Productivity and Management Training, key to Israel's trade and industrial progress:** Israel lecturing before a group of the Israel Management Centre at a symposium held in the Tadmor Hotel; bottom left — Mr. Bruno Tobagodo Productively being congratulated by the Institute's former Director, Mr. David Moushine; Top right — Dagon Silo, which jointly with its manager, Dr. Reuben Hecht, won a Kuppin award for Productivity, and below — Zvi Jezersky, whose mouthpiece for glass blowers won him a Kuppin prize.

## Haifa Shows Span Nepal to the Andes Sea Themes

IT has almost become a tradition for Ben Chagal to have an annual exhibition devoted to "Sea". The average level of the present show for the most part very fair, and one may wish that from the point of view of the impact of the subject on the work.

"Among the oils Shabat's "View on the Sea," already exhibited in a previous show, does catch the atmosphere of a stretch of quiet water, while Lamm's Impressionism allows for a ripple on the water. In more picturesque values, Lievin's "Sailing Boat" expresses as a bravura of building sail; Goldstein's "Sea Shore" (3) has an almost literary flavour which, in spirit although not in style, relates it to Krewe's "Halfa Port." I reserve judgment on Greenberg's "Mikmox No. 6," because his colour washes seem to be canvasing, perhaps in a less naturalistic direction than previously.

On the whole, the display tends more to the sea viewed from the land than for the sea's own artistic potential. Two of the artists, Baum and Kook, with a gouache apiece of Acre, turn their backs on the water, in order to paint the town; the one on the shore and the other darkened houses and Leshem is taken with the soft greens and blues of a seaside esplanade ("Seashore"). Several find their way to Haifa Port. Dror's oil "Harbour," rather too ambitious, perceives this element in its massive hull of hull; Nasati's drawing, "In the Port," has like idea in the significance of ship's bow and port hole similarly titled drawings by Glass hints at a longing aroused by a vista leading to the quay. The various combinations obtainable from the formal attributes and relations of ships' bows and cranes, curves, verticals and diagonals are popular; two watercolourists, Propst-Kraus and Wittman, and Zalouk with a scratchy brush, expand these possibilities. Of other direct approaches to the subject, there are the woodcuts of Arbitman ("Fisher") harmonized in yellow on grey, and Gumpel ("Old Fisherman," more lyrical than realistic).

Now for the artists who employ the sea simply as a stylistic vehicle. One of them, Avniel, stays between the two extremes to the theme because either of them could be argued for the light blue atmospherics, verging on the abstract, of his watercolour "Lake Kinneret." Melervit's gouache "Thors at the Sea" is also near the abstract in its reduction to nicely smooth green and black used by lighter dashes of paint. With a single further exception, the other artists, such as Meir, the furthest he has gone in this direction, and more successfully than in the past ("Fishing Port") — they are all oils. In Grossbard's "Haifa Port" his familiar foreground houses are the essential. Weisz's "Seascape" is just another abstract study in grey and black. Sartori's more approachable in green. Modest's Wenzes' "Landscape" is noteworthy for its dramatic, somewhat theatrical, spatiality. Citron has a "Composition" with quite a good arrangement of the nude bathers. Kendel's "Rock and Thistle" neatly sets white on black forms.

Both the sculptors turn out good work for groups of form, like the two sidewalkers "Penguins" (cast stone) only differs from her "Sea Lions" (plastic bronze) in scale and the balance of Heichmann's

"Fish" (terracotta) is maintained through the angle on which the model is posed.

### Ben-Yehuda

YEHUDA Ben-Yehuda has a whose large oils are in the Municipal Museum is an interesting painter in impasto. He is obsessed by teeming humanity. In "Laundry Day" you have a street scene where the clothes hang like masses behind crowds of figures swarms; it is chiefly in green and yellow off-white, pulsating life. If human figures are absent, he makes do with the traces of their existence, in heaped chairs ("Chairs" piled up in a deserted cafe with an olive floor). The mysterious figures of "After Day" press on one another, above the heads and side by side he works on the floor in packed canvases, and only the circular objects separate them.

The artist is not afraid of bright colours although the result, through impasto and range of colours, often tends to low tones. At the same time the absence of any opening to the sky compels him to find his light from within which in turn, combined with spatial, creates his composition. In "After the Show," the view down the darkened hall with its rows of chairs is lit by the white cinema screen. The empty oval area of "County Stadium" furnishes the light and the radiating aisles break up the dark masses of surrounding islands.

In "Perpetual Banquet"

(again a rectangle in the far wall may be either a window or a closed door) the packed figures, male and female, are broken up by two long white tables, slightly diagonal, pushing up the picture. It is this sense of composition which makes Ben-Yehuda's pictures real paintings, both technically and in content, and permits him to steer between the two extremes of agoraphobia and claustrophobia.

We shall watch out for further work by Ben-Yehuda.

### Kbler Art

THE Exhibition "10 Years Since the Rediscovery of Angkor," at Wilfrid Israeli House, Haifa, is drawn from the photographs and original sculpture belonging to the Museum. The idea behind the picture is that within the framework of Buddhist Art, particularly Buddhist Art, from India to Japan.

The first room contains photographs of Angkor Wat, the primitive folk-art, a large range of Jharas work shows the utilisation of feathers and often entire birds as presented together are the feathered which they convey the impression of fur. One thing noticeable among the tribes, although the exhibition confines itself in this respect to the Salinas and the Calderon, is the dark colour, black or deep violet, of clothes for daily wear. True, they also have white cotton garments in contrast, yet the all-white feather-fans of the Yumbos almost glared among the other objects.

For those who prefer the

primitive folk-art, a large range of Jharas work shows the utilisation of feathers and often entire birds as presented together are the feathered which they convey the impression of fur. One thing noticeable among the tribes, although the exhibition confines itself in this respect to the Salinas and the Calderon, is the dark colour, black or deep violet, of clothes for daily wear. True, they also have white cotton garments in contrast, yet the all-white feather-fans of the Yumbos almost glared among the other objects.

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On the whole, the general note of this Ecuadorian folk-art is a moderate Puritanism that may be connected with the mountain habitat of several of the tribes represented.

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## DECORATION and PERSONAL VISION

### Ben Haim

MULA Ben Haim, whose work has often been seen in collective exhibitions, is now having his first one-man show at the Chemerini Galleries. He came to Israel from Poland in 1947

and is now living in Tel Aviv. His work is characterized by a sense of decorative design. His colour is in general very pleasant, if not adventurous or imaginative and he likes to use a good deal of white and off-white, the surface being very much worked over. A particularly good example of his gift for organizing the different parts of the design satisfactorily and allying it with charming colour is the study of flowers in a bowl on a table (No. 21, Still-life with Brushes) and here he seems to have found a new meaning in a familiar subject, giving it freshness and charm. Less successful of the collection are the two essays into expressionism ("Hill" and "Free of Reins" — the last with rearing horses, and in these works he loses his customary control over the design without finding compensation in real vigour and emotion.

In general, this painter seems to be on his way to interesting developments and the works now on view are much superior to what he has shown hitherto.

From exhibition of artist work at Chemerini Galleries, Tel Aviv.

MULA BEN HAIM:

From exhibition of artist work at Chemerini Galleries, Tel Aviv.

SCHLAGA WEIL: I Will Rise Now and Go About the City (left). From his exhibition on view at the Tel Aviv Museum (See Disengoff).

FRIDAY, JULY 15, 1955

THE JERUSALEM POST

PAGE V

Michael Taube

## His Energy Makes The Orchestra Sing

RUMOUR has it that the Ramat Gan Chamber Orchestra intend to go abroad next year, which will throw many European countries in the not-too-distant future. If this trip takes place, conductor Michael Taube will have had the lion's share in paving the way for it. The chamber group he founded seven years ago is

mentally abilities. He got his chance for advancement through the invitation of Leo Borch to join the Opera in Berlin-Charlottenburg, but also conducted concerts by the Berlin Philharmonic Orchestra and directed several operas at the Musical Theatre, where Bruno Walter stood at the helm for years.

### Heat Pressure Starts

Two years later, in 1953, Taube founded a Chamber Orchestra and a Chamber Choir which in due course required a high standard for wide and wide. Karl Matthes, Ernst Toch and other young composers wrote special works for his group which presented famous solists and important new compositions. In 1953 Taube, together with Dr. Kurt Singer and Leopold Kreuzer, founded the "Juden Kulturbund" where Jewish musicians deprived of their livelihood, and music lovers forbidden by the Nazis to come to concerts or artistic performances, could still meet to fall under the magic spell of music.

He first came here in 1954, on a concert tour with the famous singer Josef Schmidt. Taube was one of the best and most sought-after no-

companists. On this occasion, resident violinists like Ermil Hauser, Sasha Farber and the late Andre Weissgerber brought all available musicians in the country together to form an orchestra which Taube conducted with great success. Invited to conduct ten concerts in the following year, he settled in Palestine and also conducted the concert which inaugurated Jerusalem's newly-opened broadcasting station. Actively participating in the founding of the Huberman

Orchestra.

Taube's musical qualities and his enthusiasm have enabled him to draw young talents into his Chamber Orchestra in Ramat Gan, and his ever-powering energy has induced quite a number of Israeli composers to write special works for his group. Some of these have meanwhile won an honourable place in the Israel repertoire. They include Yosef Tal's opera "David," Ben-Haim's "Music for Strings and Oboe Quartet," "Violin."

Michael Taube has lately gone abroad every year to conduct with many orchestras such ensembles as the Berlin Philharmonic Orchestra. In Rome he recently conducted Mahler's Fifth Symphony. It is hoped that the example of his musical personality — so much his own, yet never obscuring the composer's intentions — will shine on us for a long time to come and that his gifts will bring enjoyment and happiness to musicians and audiences unnumbered.

## In the Groove

"Ballblitz" — Edoreds Knocking and Knocking, 10" 78 RPM.

SMOOTH, pleasant and easy ways musical, good for dancing after hours, when you do not want to annoy your neighbours.

"Dance sur les murs de Cadet Baroud" — Samson Laevsky, 10" 78 RPM.

"Smooth, pleasant and easy ways musical, good for dancing after hours, when you do not want to annoy your neighbours.

"Dance sur les murs de Cadet Baroud" — Samson Laevsky, 10" 78 RPM.

QOMEZ saucy orchestrations and sharply contrasting rhythms, a well-balanced choice of dance types and efficient execution.

ITALIAN DANCE MUSIC (Directed by Red Artz). Names like W. G. Green, Paris Germano, Caroli, Giovanni Ferranti appear again in new releases.

The same mixture as before. You can acquire them on 7" discs, Extended Play (EP) with four songs, or on 45 RPM with only two (EP20). This size is very handy for picnics parties, as you need play only your small record-player only.

GREEK SONGS (recorded by Icaros, Athens and reproduced by Red Artz, 45 EP - 7", 12" 45).

CHA-CHA-CHA in Greek, Dance-Chansons also in Spanish, sentimental ballads and just plain dance tunes all singing in Greek and well accompanied by an efficient hand.

## SUN-SWEETENED AND

## COOL AS THE SHADE

SUN-SWEETENED AND COOL AS THE SHADE

### Orange Squash

### Lemon Squash

### Mandarine Squash

### Grapefruit Squash

### Raspberry Squash

with soda, water, for cocktails and baking.

**assis**

The PILFER-PROOF SCREW-CAP  
guarantees that you have  
Genuine Squashes of **assis**



Michael Taube

Conductor's Corner

Michael Taube

His Energy Makes The Orchestra Sing

Michael Taube

Conductor's Corner

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His Energy Makes The Orchestra Sing

Michael Taube

Conductor's Corner

## Management Training Still Remains Major Obstacle

By Our Labour Correspondent  
TIME old refrain, "It all depends on you," has this past week been aimed at the man at the work bench and in the field has been urged to defeat the Arab boycott by producing more and better. The week reaches its climax on Sunday, when the Kaplan Productivity Prizes are awarded.

The year Productivity Day has been expanded into a Productivity Week, and the national leaders visited 50 factories, chatting with the workers about producing more goods. Such a development, which would have been unimaginable a few years ago, can be chalked up to the labours of the Israel Institute of Productivity.

The task of the Institute, which started its work in 1951, has been to make every gainfully employed person look at his task as a technician, would the end objective be to convey the need for a "total approach" to work sequences.

It took some time to overcome initial bottlenecks such as a shortage of trained staff and a general lack of response to the idea of productivity, but by 1958 there was enough interest to establish the need to open a short course for productivity technicians. Another indication that the idea was winning ground was the appearance of consulting firms in Israel. Beginning in 1952, within 12 months their number had risen from two to ten, employing 60 to 70 engineers and technicians. Most of their directors were former employees of the Institute or of the two original firms. Of great assistance in the expansion of the Institute's activity was the Histadrut's policy of establishing "Joint Productivity Councils" throughout industry. The activities of the Institute are seen — from surveys on conference to new methods of canning grapefruit segments and running clothes stores in kibbutzim. All this is done with a staff of 125 although the Institute has 226 member firms employing over 180,000 workers, and in the past year alone organised 140 courses attended by 4,000 persons.

One problem whose solution is still in its first stage is management training. The Institute found that men trained as productivity technicians were often frustrated in their work when they returned to their factories. They found that they might succeed in showing a girl how to pick up ten empty cans instead of two, but not in explaining productivity to her boss, but that the productivity technician himself could not be fully used so long as his boss remained ignorant of how best to use him.

For increased output depends on two main factors: the individual effort of each worker and the organization's talent of his manager. But there are extraneous factors which may affect the level of output, such as the conditions under which a workman travels to work, and it can be said that the level of human relations in a plant can have as much effect on its efficient production as the expertise of a mechanician. Nowadays the whole concept of managerial training has been changed and in Israel a special Centre for Management Training operates in affiliation

with the Institute and with the aid of experts from USOM.

Incidentally, the presence of foreign experts from USOM, the ILO and UNTAO can be said to have had quite a revolutionary effect on our engineering field, but in the entire industrial thinking. Thus if a few years ago, suggestions centred on incentive pay systems based on work norms and bonuses on improvements in work sequences — today such concepts as cost accounting, job analysis, and office-mechanization are dominant.

The Institute believes that its efforts are proven by the following: the average in 1965 the annual production of each Israeli worker averaged IL 22,225, in 1959 it had risen by 20 per cent to IL 4,175. The picture will be clearer if each section of the economy is dealt with separately:

**Agriculture** — The average worker output increased by 50 per cent over that between 1955 and 1959. This was above all due to the introduction of more efficient working methods. An outstanding example was the olive picking branch, which covers 125,000 dunams in this country. The Institute reports that recently the existence of a large part of the entire olive picking branch was threatened. This was due to the fact that the labour costs were 50 per cent of production overheads.

The Institute's Agricultural Section embarked on a research project which resulted in the introduction of new picking equipment and techniques and labour fell to 30 per cent of the production costs.

**Industry** — This branch absorbed the largest number of workers — from 144,000 in 1955 to 186,000 i.e., a jump of ten per cent. The average output rose by IL 22,225 in the same period in 1955 as 1949 prices, whereas in 1959 it was IL 35,515. This progress, the Institute believes, is the result not only of the introduction of new machinery and increased mechanisation, but also of greater work and of an increase in productivity consciousness.

**Building** — This important branch accounts for 40 per cent of the nation's investments and every reduction in costs means a saving of millions. Only of late have our housing authorities devoted any thought to reduc-

ing production costs and introducing efficiency methods. Thus the Institute's building section has succeeded in training "building efficiency technicians" and even in coining leading building organizations to join the National Council for Building Efficiency. Among its immediate accomplishments are the introduction of a unified costing method for the building trade, the standardization of wooden parts and research in floor tiling.

**Services and Administration** — This sphere has hardly been touched. Such services as telephone switchboard work are virgin territory for the Institute, which complains that the whole approach to office efficiency in Israel is bedeviled by the ingrained misconception that anyone can be a clerk or an office worker. How often has one heard an executive sigh "If only I could find a decent secretary." Our office workers too suffers from a lack of job analyses and classification, and the Institute's technicians complain of the present marked trend in office installing heavy instead of medium and light equipment. The Institute's Services Section is now doing its best to introduce time and motion studies techniques into offices to train typists, secretaries and receptionists on the best ways to receive the public. We all pray for their success.

**Prize Major Goals**  
The Institute classifies its immediate tasks into four categories: linking wages to output; increasing the scope of research work, especially comparative research in offices and plants engaged in similar activities or producing same goods; increasing efficiency in service occupations and offices; raising management standards.

The Institute also has a foreign relations department, where foreigners come to study the work of the Institute under grants from ILO, USOM and under bilateral agreements with our government. Among the countries from which requests for information have been received are India, Indonesia, Japan, Greece, Poland, Argentina, Brazil and Guatemala.

The Institute "sells" its ideas through a wide range of publications, lectures and radio visual aids. A film it made about peeling and canning citrus won the cup at an international festival of industrial films in Rouen.

Ones problem, whose solution is still in its first stage is management training. The Institute found that men trained as productivity technicians were often frustrated in their work when they returned to their factories. They found that they might succeed in showing a girl how to pick up ten empty cans instead of two, but not in explaining productivity to her boss, but that the productivity technician himself could not be fully used so long as his boss remained ignorant of how best to use him.

The manufacturer is Mr. Ya'acov Lahav. For years he produced shirts in a small plant at Bet Romano in Tel Aviv's Commercial Centre, but found himself severely restricted by the 300 square metres at his disposal.

Some months ago, Mr. Lahav decided to expand. He found a three-floor building in nearby Rehov Wolfson, formerly a storehouse for the poultry trade. This offered him the chance of expanding his business. But not knowing exactly how to go about it, he applied for help to the Institute's Textile Unit of the Israel Institute of Productivity.

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The first aim was accomplished by setting up connecting shutters between each floor. The far side of the top floor was earmarked as the stockroom for bales of cloth, in contrast to the general practice of using the basement for this purpose. A goods lift was installed to carry materials to the third-floor stockroom. The remainder of the top floor was equipped with rows of cut-

## Steel Office Furniture Stresses Adjustability

A steel replaces wood in interior dimensions. It opens 35 cms. deep by 50 cms. wide when tilted, and the files are visible at a glance.

Handsome filing shelves are also supplied by Ha'argaz, a veteran in the production of office equipment and furniture. Of olive green and gray baked enamel, these shelves are partitioned by means of metal bookends and have curved edges.

Ha'argaz produces a variety of other pieces for office and factory employees, and accessory equipment such as mobile trucks with rubber wheels or brass casters for typewriters, calculating machines and filing cases.

Recently Ha'argaz came out with a desk arrangement made to order for Mercaz Hora, which will soon be in the commercial market.

Two longish desks, placed facing each other, provide a desk and a half, as it were, for each of the persons sitting at opposite ends. A set of drawers and typewriter space are provided on either side.

The drawers in these modern desks slide on rollers, permitting easy access to the very last file.

### FIFTEEN WIN KAPLAN PRIZES

## Dramatizing the Concept of Productivity

Jerusalem Post Reporter

**THE KAPLAN PRODUCTIVITY PRIZE** which is being awarded for the seventh time on Sunday in memory of the late Eliyahu Kaplan, Israel's first Finance Minister, are one of the main means of dramatizing the national effort for productivity by means of public events.

The Awards Committee is composed of representatives of the four bodies of the joint committee to the Board of Directors of the Israel Institute of Productivity: the Ministry of Labour, the Histadrut, the Manufacturers Association and the Association of Engineers and Architects.

The committee held eight sessions before it finally arrived at the fifteen awards. This year, most of them went to private enterprises. Among the firms the winners are: the Dagonite site at Haifa; the Hasharon hospital, Petah Tikva; Mr. A. Gonen of the Reading power station; Tel Aviv and Moshav R. Nachman and M. Weiss of the Hamashabot bus garage, Jerusalem.

Third prizes of IL 300 will be awarded to Mr. R. Ben Yehuda and the clover work team of Kibbutz Neot Moshavim; and the Peleg factory at Holon.

The top individual prizes, worth IL 500 each, go to Professor Y. Ephrati of the Kaplan Hospital at Rehovot; Mr. A. Barbul of the Biblical Museum; Mr. Z. Jerszky, Technical Director of the Glass glass works, Rishon LeZion; Mr. Shiloh, Secretary of the Central Elections Committee for the Fourth Knesset; and the scaffolding team at the Haifa's No. 3

Power Station.

Second prizes worth IL 300 each go to the Joint Productivity Council of the Lodzia Textiles Works, Holon; the operating room team of the Hasharon hospital, Petah Tikva; Mr. A. Gonen of the Reading power station; Tel Aviv and Moshav R. Nachman and M. Weiss of the Hamashabot bus garage, Jerusalem.

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CHEQUES NOW PROCESSED BY ELECTRONIC DEVICE

This year the first electronic cheque-handling system in New York City was put in operation this week by the Chemical Bank of New York Trust Company, fourth largest trust company in the United States.

The equipment will sort the cheques, post them to the specific customer's account, prepare his monthly statement and turn out a record for the bank — all electronically. It will also automatically calculate the customer's new balance.

It is expected virtually to eliminate the possibility of book-keeping errors.

The new system includes an electronic sorting machine, developed by Messrs. Pitney-Bowes and the National Cash Register Company, which sorts 5,000 magnetically encoded cheques an hour — 12 times faster than the former manual operation.

The installation at the Chemical Bank of New York Trust Company also includes NCR electronic book-keeping machines called Automated Post-Tronics that will enable an operator to handle seven times as much work as previously with the old mechanical equipment. Each of the Automated Post-

U.S. Trade Deficit Seen Permanent

NEW YORK — DESPITE THE MARKED IMPROVEMENT IN U.S. EXPORTS, FIGURES FOR THE FIRST QUARTER OF 1968 SUPPORT THE CONCEPTS OF ANOTHER DEFICIT OF \$3,000,000,000. AMERICAN BALANCE OF PAYMENTS OVER THE PAST YEAR, AND NO BASIC IMPROVEMENT IS CONSIDERED PROBABLE AS LONG AS THE PRESENT DISPARITY BETWEEN AMERICAN AND OTHER WAGE LEVELS PREVAILS. A SURVEY RECENTLY PUBLISHED BY THE BANQUE DE BRUXELLES REFUTES THE THEORY THAT EUROPEAN RECOVERY HAS CAUSED THIS DISPARITY TO DIMINISH. ON THE OTHER HAND, WHILE AVERAGE UNIT LABOUR COSTS IN THE U.S. INCREASED BY THREE PER CENT BETWEEN 1963 AND 1968, THEY DECLINED BY 12 PER CENT IN THE COMMON MARKET COUNTRIES OVER THE SAME PERIOD, DUE LARGELY TO THE PROGRESS MADE BY MASS PRODUCTION AND MODERN MANUFACTURING METHODS.

MEMBERS OF HIS STAFF POINT OUT ADDITIONAL FACTORS WHICH HAVE HELPED TO RAISE OUTPUT. HIGHER MORALE HAS RESULTED FROM MORE PLEASANT WORKING CONDITIONS, WITH MORE SUITABLE LIGHTING AND COOLER AIR CONDITIONING. AND THE CHEERFUL DINING ROOM FOR THE STAFF HAS INTRODUCED A BETTER MOOD.

THE UNIT'S NEXT STEP IS THE INTRODUCTION OF NORMS AND PREMIUMS. THIS WILL BE ACCOMPLISHED BY DRAWING UP A RECORD OF EACH WORKER'S INDIVIDUAL OUTPUT, ON WHICH CAN BE BASED HIS OR HER TERM, AND THE CONSEQUENT PAYMENT OF BONUSES FOR INCREASED PRODUCTION. THE BENEFIT WILL BE FELT NOT ONLY IN THE SIZE OF THE WAGE PACKETS OF EACH EMPLOYEE, BUT WILL HELP MR. LAHAV TO ARRIVE AT A FAIRLY EXACT ESTIMATE OF FUTURE PRODUCTION COSTS AND PROFIT MARGINS. MR. LAHAV'S PROJECTS HAVE ACQUIRED A GOOD REPUTATION, & HE IS DOMINATELY IN THE AMERICAN MARKET, AND DURING THE PAST YEAR HE EXPORTED A QUARTER OF A MILLION DOLLARS WORTH OF SHIRTS. HE NOW HAS ORDERS ON HAND FOR HALF-A-MILLION DOLLARS TO BE CARRIED OUT WITHIN THE COMING 18 MONTHS.

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## View-point, Not Mechanization Alone Revolutionizes Office Administration

By RAYMOND MATLEY,

Technical Director of the British Institute of Office Management and I.O.D. Report in Office Management

UPTYears ago it might have been argued that the office contributed nothing to productivity because it merely recorded what the business itself had produced.

This has created a need for accurate forecasting of the product; uniform standards, price lists, correspondence with customers and suppliers, collecting money owing and paying money due, as well as keeping the books of account.

Ha'argaz produces a variety of other pieces for office and factory employees, and accessory equipment such as mobile trucks with rubber wheels or brass casters for typewriters, calculating machines and filing cases.

Recently Ha'argaz came out with a desk arrangement made to order for Mercaz Hora, which will soon be in the commercial market.

To those engaged directly in the manufacture of office equipment and furniture, many businesses are involved in making its components and the finished production may be sold and serviced all over the world.

This has created a need for accurate forecasting of the product; uniform standards, price lists, correspondence with customers and suppliers, collecting money owing and paying money due, as well as keeping the books of account.

Ha'argaz has also come out with a tilting file cabinet which takes up only a third of the surface space of a regular cabinet of the same size.

The drawers in these modern desks slide on rollers, permitting easy access to the very last file.

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## Kaplan Prize Honors Dagon Silo, Manager

By YA'ACOV ARDON

In the industrial panorama of Israel the Dagon grain silo looks large today, a landmark unusual in many ways. In function that of a public utility, but its only owner is the Government. It is an integral part of Haifa Port and it now handles about 50 per cent of its dry cargo imports.

Yet unlike other public services, such as electric power and water supply, telephones or railways, Dagon is privately owned and operated as a shareholding company with the usual rites of an annual general meeting and presentation of a director's report. It's a capital today over IL 15m., has been provided largely by some 250 investors, mainly in Europe and America.

Some economic and legal eccentricities in the Government concession to Dagon's founder, Dr. Reuben Hecht, 10 years ago, make it difficult to define the nature of this enterprise precisely. Under the concession agreement the owners agreed to receive a fixed annual return of 10 per cent gross on their investment. After 40 years the entire installation will pass into state ownership without compensation. If the turnover of the silo increases (as it has every year since it began to operate), the owners get ten percent of the economic (the State), not the owners. Tariff and operating costs are controlled by the Government.

This is not normal procedure for a capitalist venture. Despite the lack of profit motive, Dagon has from the start been a model of efficiency, and no semblance of strikes or labour disputes or strikes. Its economy is almost austere. Which other private or public company would, for instance, forego the ownership of even a single passenger car?

### Industry Leadership

Whatever has been done at Dagon has been done by its manager, Dr. Hecht. In addition to the company and him personally a Kaplan Prize this year the judges of the National Productivity Institute have for the first time rewarded the achievements of a manager with those of his enterprise and paid a tribute to industrial leadership.

What could be more prosaic or simple than lifting grain out of the holds of ships and putting it ashore? In ancient times it was landed on the backs of slaves. Under the Mandate, barefoot Haurani labourers in Haifa Port stood in the deep, hot holds, with perspiration, and shovelled the grain into sacks, earning a shilling a day. After 1948, labourers from Syria worked in the same style, for somewhat better pay.

Before the Dagon silo took over in August, 1955, grain had to wait for days and weeks for their turn to unload, and their owners claimed thousand and more dollars for every day of delay. Ten thousand tons of grain in

a Liberty ship took a fortnight and longer to unload.

The change in five years has been dramatic. Today, with two elevators at work simultaneously, it takes about two days. Haifa Port's speed in handling grain has by far surpassed that of the traditional grain ports of Europe, such as Rotterdam, Bremen or London. The forestal congestion in the future, the silo's storage capacity is now being doubled to 50,000 tons. The handling of grain is now at work round the clock for weeks, has set world records.

### Stormy Personality

The enterprise reflects the individualistic, often stormy, personality of its founder and managing director, Dr. Hecht, who has left behind the lure of his family's established and flourishing industrial enterprise in Israel.

"This is one point on which I agree wholly with Ben-Gurion. The test of Zionism is total identification, and nothing short of it," says Dr. Hecht, otherwise an implacable and outspoken critic of Government policy. "Policy itself is the result of something systematic. There is too much improvising for that, too much fumbling and stumbling. Events shape action instead of action shaping events."

Dr. Hecht has absorbed his economic and managerial training in Western Europe

and applies it here as if he were in Antwerp, where he was born, in all manner of professionalism.

He speaks with resignation of his fights and arguments with the Government. "Dagon won a Government tender for the loading of potash in Haifa Port. Another firm was given the contract. We wanted to put up a grain handling system, but the cost was promised the building of a large silo at the Tel Aviv railway station. Again another firm was preferred. You will handle bulk goods at Elitz Port. It appears the negotiations were right, but the contract went to somebody else. Dagon

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## Ten New Consumer Cooperatives Planned in Tel Aviv District

By MOSHE ROSEN

TEN brand-new consumer cooperatives sales depots, with an anticipated total sales turnover of IL 1.2 m. per month, will soon swell the rapidly expanding consumer retail network in Greater Tel Aviv. Holon and Bat Yam, to catch up with the spectacular rise in their population and the growing demand for better retail service. These modern emporia will have as their main feature a greatly improved self-service system copied after latest American models. Unlike most existing cooperative stores, which rely mainly on groceries and greens, the new marketing centers are planned to cater to practically all consumer needs.

The shift in popular consumer tastes in the Tel Aviv area, which is the nation's leading shopping centre, could not but affect also the consumer cooperative movement, an offshoot of the Jewish Labour Federation dedicated to fair business practices and maximum public utility. Riding the tide of Israel's growing economy, it soon entered the lists to compete with the privately-owned retail trade for the buyer's favour. Modern department stores were set up and new marketing methods have become the order of the day—though without a great deal of lifted eyebrows from some labour veterans to whom the Movement's pristine aspirations at modest self-sufficiency still set the standard.

### Streamlining Cooperatives

The new expansion campaign of the Cooperative Societies of Tel Aviv, Ltd. is only part of a general drive to refurbish the entire cooperative retail network in the Tel Aviv area, a third of which is badly lagging behind both as regards services and equipment, accounting for no more than 20% of the Societies' total sales. Some 20 consumer stores out of a total of 60 in the area will have to undergo a radical face lifting to keep in business and contribute to the Societies' further expansion.

The plan also calls for the shutting down of several stores which make up only 10% of the entire sales, because nothing can be done to bring them up to the desired standard, they being located in old, makeshift premises which were once regarded as a temporary expedient. At present they are a drag on the Societies' resources and the economy they are dimmed by the better. Their plight is to a great extent a corollary of the mass emigration from old residential quarters to outlying suburbs and housing projects which dot the countryside around the metropolis.

Apart from a sound economic basis without which no business enterprise can hope to exist for long, the consumers' cooperative relies for its success on intimate ties with its membership, with the public. The Tel Aviv consumer cooperatives although run by effi-



The Bargain of the week at the Shefa Chen Supermarket at Kikar Dizengoff, Tel Aviv. The basket contains bananas and the weekly attraction for housewives. Hidden microphones hide the background music into the shopping area.

cient and public spirited executives have yet much to do in this respect. Not all branches have active management, not all their managers are registered members and not all their members are regular clients. The open door policy pursued by many branches is much to blame for this state of neglect.

A special research unit was set up by the Societies' management to study the non-admissible methods of self-service to suit local conditions. Its aim is to pave the way for the smooth introduction of the serve-yourself system to all its Branches so that they leave nothing to desire in the way of sales appeal and consumer satisfaction.

The success of the consumer cooperative movement, in its Israel garb, is probably due to the fact that while preserving its idealistic approach in buyer-self-relations it is constantly striving to improve its methods and outdistance even the most advanced newcomers in the field. The coming year may well be a turning point in its history.

Many of the emigrants applying to return to Israel state that there are more Australian women working to give their families a reasonable chance of health and security than women in Israel working for the same purpose."

RETURNING after two winters in New York, to the oil of great material of all text about Coca-Cola and streets that incredibly curve, I should no doubt be a mine of crisply classified information about the salient differences between the English and American theatres.

I ought to be bristling with antithesis concerning the do-it-yourself realism of American acting as opposed to the elegant superficiality of the English approach; and my homecoming conclusion should be something to the effect that one goes to Broadway for substance, to London for style. But I spent only three weeks in New York, and would be delighted to generalize along these lines. After two seasons, however, it becomes more difficult.

In my absence, the drama of earthy social comment, which Broadway derides as a hangover from the "thirties, has belatedly caught on in the West End; while in New York, the emblem of middle-class society has been an increasing emphasis on fable and fantasy. Frank Loesser, the author of "Guys and Dolls," has recently turned out a pastoral operetta set in a timeless rustic community called "Greenwillow"; last year's Pulitzer Prize for drama went to a play based on the Book of Job; and even Paddy Chayefsky, unless rumour lies, has taken to writing poetry. What has happened is a process of exchange. We have adopted some of Broadway's discarded aspirations, and Broadway has adopted some of ours.

The result, on the whole, has been our gain. I see this with a distinct twinge of embarrassment: as a visiting reviewer in New York, it has not been easy for me to be candidly critical of the 1959 season — universally regarded as the drabtest in decades — without feeling that I was responding to his host's hospitality by snoring at the lines. All the same, I do not think it deniable that English intellectuals are more interested in the theatre than the purchasing public face to face must learn to work under the new conditions created by mass production.

The Consumers' Movement should never lose sight of its original principles, always be first in efficient service and price reduction. Only then can it aspire to reach its avowed aim—the capture of half of Israel's retail trade. The highest the costs, the fewer the risks that management are prepared to run. Greater chances are taken in the little theatres off Broadway, but the gulf between them and Broadway itself is wider by far than that which separates Theatre Workshop and the Royal Court from the West End. You sometimes find Olivier in Sloane Square, but you never find Alfred Lunt off Broadway.

**Materialism Is Out**

The ideological problem that hinders the American theatre can be simply stated. Materialism is out; more modestly the "thirties are out; and Samuel Beckett's "Endgame" and Archibald MacLeish's "J.B." are overwhelmingly in. According to the likes of social and political change to heal the eternal sickness of the individual soul. What is spiritual in man precedes, outweighs and will outlast what is earthly and temporal. This governing principle is inherent even to people of allegedly academic sympathies. I read in a Greenwich village magazine that "Death of a Salesman" offers nothing but a bland uplift. It tells the Broadway audience what they want to hear, that the liberal left-wing philosophy of the thirties is still alive, but it has all of the answers, so it doesn't really ask any of the question. The author, like Arthur Miller's play in order to exalt Tennessee Williams' "Suddenly Last Summer," which sees as a dark, visionary statement the akin to Macbeth, King Lear and Mothie Dickie of the esoteric destructiveness of God. He scorns the fatuous liberalism and optimism of the old-fashioned "humanist" and "free-thinker," and like many of his compatriots he implicitly endorses the notion that mankind is at the mercy of uncontrollable vagaries, the whims of life or wrongness. The validity of drama must ultimately rest on the short-hand is God.

Let us use Mr. Bruce as a symbol. In such matters as style, wit, timing, audacity and executive talent as a whole, America leads the world. What we can contribute is the heart of drama, the crucial idea—i.e., whose whims or wrongs. The validity of drama must ultimately rest on the short-hand is God.

### The Consumers' Cooperative Society Tel Aviv Ltd.

100,000 members

4,000 employees

IL 1.2 m. monthly turnover

Branches in all parts of Tel Aviv, Holon and Bat Yam.

20 New Supermarkets and Self-Service Stores.

New, modern Shefa Chen Supermarket on Kikar Dizengoff

Sova Supermarket at 30 Rehov Pinkas, corner Brandeis

Supermarket at N'veh David at Shikun Hatzim, near Megurim — opening shortly.

Good, reliable supply — convenient terms — lower prices — at branches of the Consumers' Coop. only.

Our motto — FAITHFUL SERVICE

### Israelis Down Under Complain

POET Economic Reporter

Australia is attracting perhaps the largest number of emigrants from Israel after North America and Britain, perhaps 2,000 or 3,000 have gone "Down Under" in the past five years.

Yet the Algemeiner Zionist Federation in Melbourne and the country's State Zionist Councils have informed "The Australian Jewish News" that in the provinces of Victoria and New South Wales emigrant families from Israel are applying for assistance to return to that country, and the number is growing every week.

The paper writes:

"Some of these families are living in pitiful conditions, many of them without any adequate means of support and in complete bitterness, that they were given the most inadequate picture of conditions here by their relatives or friends who obtained the entry permits for them.

They have found that reasonable accommodation is even harder and more expensive to obtain here than in Israel, hard-pressed as it is by tens of thousands of new immigrants, and they find that their lack of English, and other circumstances weigh heavily against their integration here.

Those who have children find that their children are most unhappy here and clamour to return. Those who have a trade or skill are finding that their pay here is less than in Britain (in comparison with the standard-of-living) than the pay of a worker in Israel. A tradesman if he does get a job, and earns between IL 20 a week, has no hope of obtaining the accommodation he had in Israel or of providing the health and other amenities for his family which he had in Israel.

The major fact is, however, that once world demand for bromine starts growing, Israel's natural advantages are bound to come into the lime-light, for the Dead Sea is not only the world's richest bromine deposit but also one that would produce with the lowest cost. Moreover, the availability of engineering and chemical know-how in Israel greatly facilitates the eventual setting up of ancillary industries.

### Higher Targets for Bromine

POET Economic Reporter

THE present expansion programme of the Dead Sea Bromine Company, which is to raise its production capacity to annual 4,500 tons early in 1961, as compared with 2,000 tons in 1958, is but the next stage of a wider plan which envisages a production volume of 10,000 tons or more in another five years. The Jerusalem Post is informed.

This higher target has been fixed in view of the rapidly rising demand for bromine, which is mainly used as an ingredient for ethyl nitrate, the anti-knock agent of all gasoline fuel, and prospects in this respect were considered dim in view of the growing use of heavy oils in fuelling vapors. Meanwhile, however, the application of ethylene-dibromide and methylbromide for crop fumigation is great, strobane and bromoform compounds are now considered as potential insecticides of much value and multifarious applications. Other uses of bromine compounds which may become of great importance are anti-flea impregnation of textiles (in which Britain in particular seems to have a head start), and the dyeing of low-grade fibres for which a process has been developed and a patent registered by the Israeli Mining Industries.

Although all these developments are still in their initial stages, the resultant demand is expected to amount to scores of thousands of tons in a not-too-distant future, while hitherto the entire world trade in bromine apart from the domestic use mainly in the US and in Western Europe—was no more than about 10,000 tons.

Lagging Behind

Israel's bromine production has hitherto been relatively small, and even lagged behind the plant's installed capacity.

In 1958 only 1,400 tons were produced, and in 1959 only 1,800 tons. Early this year another production unit, put on stream, and the 1960 output is expected to rise to at least 2,500 tons. Two more production units are to be completed during the next 12 months. At the same time a new type of production unit, with a capacity of 3,000 to 4,500 tons per annum that would produce with the lowest cost, and running production costs, may be used in future expansion on a larger scale.

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Meanwhile, the Israeli Mining Industries is in contact with the British Baker Perkins firm, which has already acquired the sole rights of T.R.E. for all Commonwealth countries.

### Diversified Market

Thus a diversified marketing organization is being developed to ensure the sale of Israel's future output of bromine compounds, while liquid bromine proper is marketed directly by the Dead Sea Bromine Company. In this respect too good progress has been made, and the profit margin has increased due to the low cost of bromine over the past year. The company believes it broke even in the past financial year (1959/60), and expects a substantial profit for the current year.

### New Accent Ousts U.S. Materialism

By KENNETH TYNAN\*

Kenneth Tynan has resumed his appointment as "The Observer" drama critic after 18 months spent in the United States with "The New Yorker."

LONDON.—

RETURNING after two winters in New York, to the oil of great material of all text about Coca-Cola and streets that incredibly curve, I should no doubt be a mine of crisply classified information about the salient differences between the English and American theatres.

I ought to be bristling with antithesis concerning the do-it-yourself realism of American acting as opposed to the elegant superficiality of the English approach; and my homecoming conclusion should be something to the effect that one goes to Broadway for substance, to London for style. But I spent only three weeks in New York, and would be delighted to generalize along these lines. After two seasons, however, it becomes more difficult.

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FRIDAY, JULY 12, 1960



You are  
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V.I.P.  
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and as much  
entitled to the  
reception due  
to a V.I.P. Of  
course, we  
cannot actual-  
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you and may  
be you don't  
want one; but we  
have gone to  
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effort and ex-  
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to ensure that  
at a V.I.P.  
SONOL sta-  
tion you will  
really feel like  
a V.I.P.

That is why we  
have organised a  
competition among  
SONOL stations all over  
the country, with  
prizes for the  
most efficient and  
courteous attendants  
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The evaluation will  
be in the hands of a  
panel of umpires on  
behalf of a public  
committee composed  
of the Government  
Tourist Corporation,  
the Israel Auto-  
mobile Club and  
SONOL. During the  
competition, umpires  
will visit stations in-  
ognito (as far as  
station attendants  
are concerned you  
may be one of them).

We shall be grateful  
for your cooperation  
which you can show us  
by filling in your re-  
marks on the little  
service cards available  
at all our stations.

Drive in and see for  
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Friday, July 12, 1960

## Economic News from Abroad

**TURKEY'S ECONOMIC POLICY**

It always sounds pretentious to preach productivity like preaching virtue, with which everyone readily concurs. PREACHING cares to ponder PRODUCING how it should be done. In fact, indeed, productivity is perhaps the most elusive of economic variables, and the factors to which it should be related are as difficult to define. One naturally tends to identify it with high output and high quality, but then one realizes that it only makes sense when considered in terms of the manpower and other resources which go into achieving this output.

Increasing productivity is therefore quite a different matter from understanding the national product, be the latter achieved by mastering a bigger labour force, or by working more intensively, or by investing additional amounts of capital, or even by utilizing idle capital assets. Indeed, often an expansion of national output is accompanied by a drop in overall productivity because it involves putting to use marginal productive assets — workers, land, mines, etc. — which bring higher costs in their wake. Any attempt to assess the trend of productivity in a country must therefore discount whatever advance has been achieved in the national product by the contributions of labour and capital — whether local or foreign — by any planned or paid economic activity. Thus viewed productivity appears as that part of the increase in national output that cannot be accounted for in terms of extra input and must therefore be assumed to result from a higher efficiency, lower waste, improved operational ability, and other terms one may choose for describing the phenomenon.

This means that no ready formula can be devised for advancing productivity. Various training, management, incentive and personnel techniques have been evolved, various precepts and standards have been developed to raise the efficiency of manpower for the proper use of capital. Productivity evidently not even when the two sets of techniques are combined can they bring about any increase in true economic productivity unless they are accompanied by some imperceptible additional factor which may be dubbed initiative, innovation, or "cultural social friction" but of which the characteristic is that though it may be expected and aimed at, it can never really be sure of it in advance.

In this crucial test of economic vitality Israel has not made out too badly so far. According to Professor Patashnik's computation over one-third (30 to 42 per cent) of the increase in Israel's per capita gross national product during the state's first decade may be attributed to production. As the increase in the GNP per capita amounted to about 50 per cent, the rise in productivity must have averaged 1.5 to 2 per cent annually. Since no advance appears to have been achieved during the first half of the period, the rise in the latter years must accordingly have been much more rapid. A tentative estimate for 1959 shows a similar result. While the GNP increased by 12 per cent, one must deduct the increase in labour force (four per cent), by the added amounts of capital (about two per cent) and of course by the higher price level (perhaps three per cent), leaving very roughly three per cent to be accounted for higher productivity. Indeed, our economy's increased vigour in the past few years, its improved ability to live up to foreign competition in point of costs and quality, are due not to more machines installed or workers employed, but to the advances achieved in this respect, and no effort should be spared to maintain this advance in future.

In order to achieve that end, it is obvious that one cannot set store by full employment or a high rate of investment, nor can one rely exclusively on programmes in vocational training, job placement, incentives, managerial costing and accounting courses. Important though these activities are, there is no doubt that the dissemination of technical material and economic skill is essential; but in addition a stimulant must be provided for applying the facilities thus acquired for removing frictions, overcoming difficulties and seeking new and better ways of working.

Studies carried out by the Productivity Institute and by the Joint Agricultural Planning Centre have amply proved not only that Israeli farmers and manufacturers are in many respects still lagging behind their opposite numbers abroad, but also that there are wide differences in the level of performance, productivity and costs between individual farms and factories, and that while some producers are not even up to the national average, others exceed it by big margins.

It is this fact which constitutes our main hope for further advances in productivity. If that impact is to be felt by our economy, one must be weary of steps or arrangements intended to reduce the inequality and to take the sting out of internal competition. The Cartel Law ought to become an important instrument in this respect. But it should be supplemented in the field of agriculture and exports as well as to make our enterprises more competitive overseas.

## Housing for Israel's Tomorrow

A Second Look at the Shikun Situation

By DAVID JARVIS

Special to The Jerusalem Post  
PUBLIC housing is under way in every corner of this country, and with financial strife, the cost of living is rising. The fact goes together, because a government budget is only for those of its citizens who cannot afford to do their own building.

Reason must be sought in the failure of the building industry to keep pace with the growth of the population. Government spending is to be cut by \$20m. in the current year, in order to balance the budget. On the other hand, farm incomes are to be taxed for the first time, and a TL500m. public bond issue is to raise additional revenue and also to mop up excessive purchasing power.

The main task of the newly-appointed Economic Development Board is to examine the pending investment projects with a view to dropping those which are unlikely to earn or save substantial amounts of foreign currency.

Although the U.S. has occupied pride of place among Cuba's export markets, the loss of the American quota will affect the Cuban economy only insofar as the price paid by American buyers has been above world market returns. Accordingly the loss has been estimated at \$40m. for the rest of the year, and at \$100m. for the next. This is about one-fifth of Cuba's total export proceeds. Meanwhile, however, a programme has been announced to advance the island's industry in order to reduce its dependence upon manufactured articles imported from the U.S. Under an economic agreement with Czechoslovakia, Cuba has obtained a credit of \$50m. at 3% per cent repayable over ten years, which will be used to purchase a number of complete manufacturing plants. A similar trade agreement is being negotiated with Poland.

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**World Oil Surplus**

For the next 10-15 years the world will face surplus of oil, and this is likely to continue so long as crude oil prices remain at the present level, which allows for a wide margin of profit for oil prospecting. Dr. G. Tugendhaft, the oil expert who points out all this in an article in the "Financial Times," is fairly sure that there is no lack of additional oil reserves all over the world. To be sure, the price of oil in the U.S. has risen from the average \$300 per barrel a few years ago, to the current \$150, but it is still a good return when the price of oil at the well is around \$20. In order to maintain this high price, the American market has been protected by import quotas. In other countries limits of cheap oil have been reduced in order to protect high-cost domestic production, in particular when it is owned by state companies. The coal industry also comes to the support of expensive oil by not lowering its prices, and as a result fuel costs are maintained at an excessive level.

**Boycotting S. African Goods**

Although official quarters in South Africa continue to shirk off the Boycott campaign, commercial circles do not conceal their apprehension. Norway and Sweden, which purchased 150,000 cases of South African citrus in the past season, have stopped buying the fruit. In Britain, too, citrus sales are likely to suffer from the effect of the boycott. Citrus imports came on the transatlantic. Coming at a time when South Africa's citrus export has reached an all-

time high — a full quarter more than a year ago — the result was to a general drop in prices. Trinidad has closed its ports to ships carrying South African goods, and other West Indian islands are likely to follow suit, involving a loss of \$1m. of trade a year. The official ban on imports from the Union in Malaya spells the loss of another market which took up 15% of goods in 1958. Ghana, Nigeria and Congo are expected to join the ban shortly, and Kenya will presumably do the same as soon as she gains full independence. In 1958 these four countries accounted for 210m. of Union exports. The other hand, farm incomes are to be taxed for the first time, and a TL500m. public bond issue is to raise additional revenue and also to mop up excessive purchasing power.

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**Carp — The Fish That Came to Stay**

By YAACOV FREIDLER  
Jerusalem Post Reporter

**CARP-BREEDING** was introduced in this country shortly before the outbreak of the Second World War, when a number of fish was brought from Yugoslavia and placed in fish ponds at Kibbutz Nir David. In 1948 the Jewish Agency opened the first carp-breeding station at Sde Nahalot. With the establishment of the State, the station was taken over by the Ministry of Agriculture, and in 1952, was transferred to its present site at Drot, near Hadera. Here 200 dunams of small experimental ponds and large ponds for breeding purposes are under the care of the biological unit, Dr. Avraham Yashuv, his three scientific assistants and their staff of ten.

**Introducing New Breeds**

We have not yet reached the limit of raising the coefficient of fodder used for fish yielded. Dr. Yashuv states both for carp and other fish with which carp can co-exist because they live in different niches. Five years ago, experiments were carried out, notably with Buffalo fish imported from Alabama, but results are not yet conclusive.

**The Fodder** consists mainly of imported cheap grains since the carp, "the pig of the water," is quite happy with a diet of grain unfit for human consumption. Fish-

food is the main item of foreign currency expenditure in fish-breeding. During the last decades of last century the amount of fodder needed to produce one kilogram of fish has been almost halved, from five to 2.5-3 kg. This has been made possible chiefly by the ingenious displayed in the internal layout of ponds, though he will be amazed at the frantic efforts to economize in space. Basically, there are two boxes that constitute a home box that an eye remains a rather more meagre structure than anything he was used to.

It is truly one of Israel's

and Gardsone whose water resources from the Naaman River are rapidly salinizing.

Briefly, the task of a fish-breeder is to increase the number of types of fish that can be bred with less water and fodder. The station, for example, has advised fish-breeders in the coastal area to store and use rainwater in their ponds.

The general water consumption average has been reduced from 4,000 to 2,000 cu. m. per dunam, by a system of rotating the water from pond to pond.

As the fish hatch in the spring, they need comparatively little water, but the ponds have already raised its salinity for two reasons. First, it is good in itself. For it must have an elevator; and once it is more lovely than the view from the twelfth floor?

Secondly, there is space in a constructive manner, not merely separating dinettes into living-rooms and toilets into bathrooms, but by putting spacious homes one on top of the other instead of side by side, thus liberating the precious land around for parks and gardens.

These beginnings at a new style are, however, tentative and tremulous. No one has yet succeeded in finding a way to sink a patent to build a house in a single room, as it is to increase the number of types of fish that can be bred with less water and fodder. The station, for example, has advised fish-breeders in the coastal area to store and use rainwater in their ponds.

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**The Ideal Carp**

The station has also embarked upon a genetics research programme to breed the ideal carp — a strain that will grow faster on less food in more salty water. This involves cross-breeding and maintaining not only public gardens but the private garden of individual homes.

For a city or a village is not just a collection of completely separate homes and shops, each belonging to a single person. All those buildings together constitute the setting of the habitat of all individuals of all the inhabitants of the place, and thus belong to them all. Therefore harmony is required between individual units. The differences indicate separate ownership. The harmony indicates the overall spirit of community.

Although the experiments take years, the remarkable thing is that there seems to be hardly any limit to what the carp will do to satisfy the brooders. The adaptable fish appears willing to give more and more for less and less, provided it is coaxed into it scientifically and patiently. The carp will undoubtedly prove useful in adapting itself to brackish waters for other farming.

The future of the carp — prime ingredient of gefilte fish — seems assured.

**Developments within Ghana**

The latter reports, particularly to one who has never visited Ghana, are by far the most interesting part of the monthly. While the Ghanians take their co-operation seriously, they seem to know how to do it in a friendly way. A report on International Co-operative Day celebrations featured a picture of a group of smiling figures in what looked like a conga line. The caption read: Dancing, drumming, music-making — that's how Ghanaian Cooperatives celebrated International Co-operative Day in Accra, last year. They seemed to be enjoying the event more than do co-operators elsewhere, who sit through long, windy meetings to mark the day.

**Economic Salvation**

It means something that the "Ghana Co-operator" is not only a copy of Joseph Baratz's book "Villages by the Jordan," an extended description of life in Jordan Valley kibbutzim, a photograph of a gathering at a kibbutz in the Jordan valley, but also a copy of the May 1959 issue of the "Ghana Co-operator," published by the Alliance of Ghana Co-operatives in Accra.

Israel's frequent appearance in the pages of the "Ghana Co-operator" is no coincidence, as is evident from the editor's article, Mr. E. K. Attoe, about a year and a half ago. It was then that he, along with some other leaders of the Ghana co-operative movement came to Israel to participate in the International Afro-Asian Meeting on Co-operation. Mr. Attoe, a tall, good-looking and very intelligent young man, had been abroad before. He had studied at a co-operative school in Great Britain and he apparently found a great deal to interest him there. Since then he has been telling his readers about it steadily ever since.

**Efforts Rewarded**

Activities like the Afro-Asian Movement on Co-operation involve a considerable expenditure of money and effort on Israel's part. These

are some who consider Israel's attempts to strengthen its ties with the developing states of Africa a waste of capital and capabilities. Their number grows last whenever there is some crisis, whenever there is no crisis.

According to these critics the money invested in training Africans could be better utilized for training new immigrants. They argue that the experts helping to develop Ghana have a more urgent job to do in Kenya, Uganda and Eritrea. It would be well if they took the trouble to leaf through the pages of the "Ghana Co-operator" and see something of what has been accomplished.

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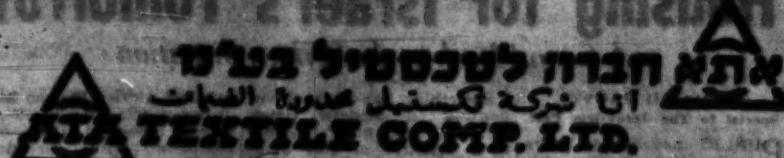
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Davar Hashabat ממכותר



Directors: J. M. GENI, Chairman HANS MOLLER, Managing Director; J. ABRAMOV, JULIUS LEHMANN, E. A. KIRSCHNER  
Secretary: J. ABRAMOV Auditor: HATTIN, GRUENEBEAM & Co. Certified Public Accountants

## DIRECTORS' REPORT FOR THE YEAR 1955

For the second year in succession we are able to present to our shareholders a satisfactory report from many points of view and a proposal for the distribution of the profits that should be acceptable to them.

Before we give the usual statistics covering our operations during the past year, we wish to deal briefly with the two arbitrations mentioned in the 1954 report. The arbitration regarding the dismissal of redundant workers before Advocate L. Harari, M.K., has been completed. In the negotiations with the representatives of the workers, which were commenced after Mr. Harari delivered his first Award dismissing the charge of arbitrariness brought against us and calling upon the party to negotiate about the names of those to be dismissed, almost complete agreement was reached. The dismissal of five workers was, however, not settled and this matter was brought before Mr. Harari in an extension of the arbitration. After a number of sittings, Mr. Harari reserved his judgment, which is now expected any day.

Assuming that he will confirm the dismissal of the remaining five employees, a total of 365 will have been dismissed since the outbreak of the strike in May 1954, another 169 resigned or left for other reasons. 169 new workers were taken on in their place, while 22 were internally transferred to new jobs. Therefore the staffing of old jobs was reduced by 244 or 15.4%. Those who left include 36 transferred to provisional pension. Compensation and other payments to the workers who left amounted to IL 302,000 apart from pensions. To fill the new jobs that came into existence since the strike, principally in connection with the expansion of making-up and with changes in the weaving programmes which called for more winding, twisting and warping, 148 additional workers were taken on so that the total number of workers has been reduced by 77.

The arbitration before Dr. Poerder in the matter of the generators has not yet been completed. Dr. Poerder issued an Award on the 24th June 1955 but we found that we could not agree with the Histadrut and Mivtachim on its interpretation. The matter was therefore referred back to Dr. Poerder and we are now awaiting his final Award.

The usual statistical information for 1955 follows:

### Production

	1954	1955	1956			
Tons	Average count	Tons	Average count			
<b>SPINNING</b>						
Carded	915*	15,55	1,302	15,83	1,268	15,53
Corded	287*	32.61	601	34.20	624	36.86
Total	1,202*	30.32	2,003	21.67	1,912	22.36
<b>WEAVING</b>						
(Incl. outside weavers)						
Meters (in 1,000)	8,179*	8,615	8,400			
Standard m <sup>t</sup> (in 1,000)	7,301*	10,581	10,754			
* Reduced because of strike						

### Manpower

#### TOTAL NUMBER OF EMPLOYEES (excluding more than 700 employed by contractors)

End	Men	Women	Total
1957	1,215	325	1,540
1958	1,180	306	1,516
1959	1,128	304	1,432

#### WORKING HOURS (excluding administrative staff)

Year	Total hours paid	Hours worked	Leaves, holidays, etc. time
1957	2,363,000	2,082,000 = 87.9%	288,000 = 12.1%
1958	3,190,000	2,810,000 = 87.8%	380,000 = 12.2%
1959	3,155,000	2,765,000 = 87.6%	390,000 = 12.4%

Average cost per working hour (excluding administration, sales organization, managerial staff and monthly-paid foremen)

December 1957 December 1958 December 1959

IL 2.09 = 100% IL 1.15 = 104.3% IL 1.19 = 104.5%

Co.L Index 207 = 100% 267 = 103.9% 267 = 103.9%

The average yearly cost per hour worked was IL 1.19 as it was in December. Its elements were the following:

1958 1959

Basic Wages, Seniority, Trade IL IL

and Co.L Allowance 1.16 1.17

Incentive premiums 0.27 0.27

1.43 = 100% 1.44 = 100%

#### Social Contributions and Amenities

Family allowance 0.06 0.07

Compensation fund 0.07 0.07

Provident fund 0.04 0.04

Sick and sickness' fund 0.07 0.07

Equalization fund 0.02 0.01

Recreation fund 0.02 0.03

National civil rights and accident insurance 0.06 0.06

Annual leave and holidays 0.12 0.19

0.36 = 22.3% 0.48 = 22.5%

Services

Canteen, medical service, contributions to workers' institutions, loss on sale of fabrics and garments at nominal prices, employees' transportation

0.30 0.21

Sundries 0.08 0.08

0.36 = 18.3% 0.27 = 18.3%

Total cost per hour worked 2.15 = 104.4% 2.19 = 103.1%

#### Efficiency

M.H.P. (Man hours per unit of production)

#### SPINNING: Carded Yarn

(Man hours per 100 kgs. of yarn on cops)

Year	Spinning	Supervision	Auxiliary	Maintenance	Total	Average hours
1957	21,000	2,412	1,042	10,000	32,452	32.62
1958	18,400	2,400	1,072	14,740	34,512	34.39
1959 1st quarter	18,400	2,400	1,072	14,740	34,852	35.28
1st quarter	18,000	2,352	1,024	13,800	34,152	34.58
2nd quarter	18,000	2,352	1,024	13,800	34,152	34.58
3rd quarter	18,000	2,352	1,024	13,800	34,152	34.58
4th quarter	17,000	2,422	1,000	12,750	34,550	37.02
Yearly average	18,070	2,396	1,020	13,800	34,817	34.88

#### SPINNING: Carded Yarn

(Man hours per 100 kgs. of yarn on cops)

Year	Spinning	Supervision	Auxiliary	Maintenance	Total	Average hours
1957	18,400	1,750	2,870	12,000	32,350	31.58
1958	18,000	1,848	2,800	12,100	32,908	32.61
1959 1st quarter	18,000	1,848	2,800	12,100	32,908	32.61
2nd quarter	18,000	1,848	2,800	12,100	32,908	32.61
3rd quarter	18,000	1,848	2,800	12,100	32,908	32.61
4th quarter	18,000	1,848	2,800	12,100	32,908	32.61
Yearly average	18,000	1,848	2,800	12,100	32,908	32.61

#### WEAVING

(Man hours per 100 standard square metres)

Year	Spinning	Supervision	Auxiliary	Maintenance	Total	Average hours
1957	1,800	1,412	1,000	1,000	5,212	1.78
1958	1,800	1,412	1,000	1,000	5,212	1.81
1959 1st quarter	1,800	1,412	1,000	1,000	5,212	1.81
2nd quarter	1,800	1,412	1,000	1,000	5,212	1.81
3rd quarter	1,800	1,412	1,000	1,000	5,212	1.81
4th quarter	1,800	1,412	1,000	1,000	5,212	1.81
Yearly average	1,800	1,412	1,000	1,000	5,212	1.81

### Export

Net proceeds f.o.b. Haifa after deducting discounts and agents' commissions:

	1955	1956
Great Britain	30,007	21,200
Sweden	20,100	11,000
Australia	17,872	9,700
South Africa	15,977	11,274
Bulgaria	11,745	5,100
Norway	10,304	21,072
Hungary, Yugoslavia	4,126	12,000
Greece	2,002	24,120
Holland	1,648	4,000
Denmark	7,403	7,707
Switzerland	7,000	8,000
Cyprus		

**Cheapest Building Material****INCREASING USE OF GLASS IN CONSTRUCTION**

By a Special Correspondent

Old age has been called "the age of light" owing to the growing use of glass in modern living quarters. This is true, for it is not only man's way of life that has brought man closer to the sun; it is also the general process of trying to raise the standards of living there. There is a definite tendency in many of these countries to include the outside world in the architectural composition, as the principle has been expressed and interpreted by the famous architect Walter Gropius. Walls and partitions have disappeared and are being replaced by movable glass-doors or transparent spacings. This growing need for light and better hygienic conditions has resulted in an increased use of glass not only in public buildings such as schools, hospitals, auditoriums, etc., but also in office buildings in the modern outlet of factories, hotels, shops, banks, etc. — in short, everywhere.

No longer is glass simply a material used for glazing windows, but it is a structural material in its own right. Many new buildings as well as residential houses and flats, abroad and also in Israel are witness of this new style of life.

Glass is one of the cheapest building materials. It stands up in all kinds of weather and it never breaks. Therefore, it is not surprising that the use of glass in building is increasing rapidly. In Western European countries the domestic consumption of sheet glass reaches now approximately one square metre per capita. Whereas in Israel it is at present even less than half this amount.

**Half for Export**

Phoenix, the sole manufacturer of sheet glass in Israel, started the operation of its new plant, erected in 1952 with the help of a loan from the Export-Import Bank, with a domestic sales volume of approximately 800,000 sq.m. and reached a domestic sales volume of 1,120,000 sq.m. in 1956, an increase of 40 percent. But Phoenix's total output of sheet glass has risen from the above 800,000 sq.m. to 2,000,000 sq.m. in 1958, i.e. an increase by nearly 200 percent during the last seven years. About one-half of Phoenix's output is now used for the domestic market, and the other half for exports, totalling approximately one million sq.m.

It is due to the great improvement in the quality of the glass that Phoenix succeeded in getting a firm foothold in various export markets — not only in Turkey and other common markets for Israel, but also in the large U.S. market. The company has recently taken up the manufacture of polished glass in a new department, and safety glass is made by an affiliated company. Both products have growing market outlets.

There are many indications that modern building and residential construction will introduce an extended use of glass in Israel. Some modern buildings, such as the new head-office in Tel Aviv, of the Workers Bank, the Zim Building and others, show this trend.

But probably the greatest scope for expansion may well be in underdeveloped areas, such as Living Quarters, Schools, art galleries, etc. In the general process of trying to raise the standards of living there is a definite tendency in many of these countries to incorporate a pane or two of glass in what are often rather primitive dwellings. In the aggregate, this can imply a very large demand, indeed, and, once the need for a certain number of times before the demand will arise for a larger area of glass. A jump from, say, 4 sq.m. in average production of foreign experts, it shows foresight that Phoenix has now initiated the setting-up of a special glass research and pension programme based on

training center to be established with the Technion. Sheet glass and other glass products made from glass fiber are only one of the products in the range of the new African country. In particular, Phoenix has now undertaken an expansion program, creating a second modern glass plant destined for additional experts, and to a certain extent also for the growing needs of the domestic market.

One of the greatest assets of the plant is the high standard acquired in glass technology by a team of experienced production engineers and chemists assisted by foreign experts; it shows foresight that Phoenix has now initiated the setting-up of a special glass research and pension programme based on

its satisfactory financial results in the past, and its good prospects for the future. It has decided to obtain funds from the Development Bank and to raise, instead, the funds required for the expansion by a public issue in Israel.

Possibly this expansion is only the first stage of the future growth. Phoenix will probably at some later date have to expand itself for further diversification, or for an extension of its activities, and to investigate the manufacture of fiber glass which has become the indispensable basic material for a large group of new building and insulation materials, such as reinforced plastic, thermal insulation, and with structures of electric coils and fluorescent light to be used.

**Plans Public Issue**

By the way, there is also an important new departure in financing Phoenix's expansion programme. Based on

**Americans' Annual Festival of Endurance**By MEIR BONNEN  
Special to the Jerusalem Post

INDIANAPOLIS, May

MEMORIAL Day here, May 28, marks not only remembrance for the dead but a daredevil defiance of death that draws a crowd of 200,000 to this city's famous speedway every year, many coming by air across two state borders.

The annual "500 Festival" is the grueling 500-mile (800 km.) car-race around Indianapolis' two-and-a-half-mile oval speedway at speeds up to 237 k.p.h.

The four-kilometre lap is completed by some of the hurtling four-cylinder monsters in 1 min. 7 sec. This year 33 drivers competed for the purse of \$300,000 in the fastest race in the 50-year history of the contest. Only 19 finished the race, having dropped out with engine trouble or after having hit the retaining wall. One driver was seriously injured. Unusually, there were no fatalities.

A gaily paraded through the city on the night before the race opens the festival. The parade is continued on the morning of the next morning and is led by precocious "high school 'drum-majorettes'" in tiny skirts, followed by the local college band; some 200 rather fat young men, gorgeously uniformed and equipped but not particularly musical. Then comes a parade of celebrities attending the race, all dressed in their best, including a Marine hero, T.V. cowboy, aging actor-singer Dennis Morgan, Bob Crosby and Jayne Mansfield with her husband. The crowd largely ignored them, although Jayne, who is very much expecting, attracted a great deal of attention.

The stands were then almost full. Long lines of cars had been streaming into the city since dawn. As the golf course in the centre of the speedway could not accommodate more than a part of the estimated 40,000 cars, traffic was freed by adjustments in nearby roads. Indiana State Troopers were everywhere, swaggeringly casual in summer campaign hats (made of plastic), striped trousers



handed into ankle boots and wearing leather-gloved visor-shooters. There was no disorder.

**Oceans of Beer**  
As Indians does not score holidays the crowd had come well prepared with portable coolers full of cans of beer and sandwiches. The ladies, regardless of age, all wore thin bikini-length "swimsuits" worn over leotards, which were the most unfaltering garments. The car-parts and the golf courses were littered with tons of thousands of beer cans.

Out of this sea of litter and noise, each clearly marked with the names of drivers and racing teams, bright yellow and red uniforms of white overall or foot shirts and socks with bright piping. The car and its driver's helmet were usually the same colour.

After "Taps," Dennis Morgan sang "I'm Coming Back Again to Indiana" and the President of the speedway ordered "Gentlemen, start your engines." The 33 tame drivers stopped, lit their gloves and handkerchiefs and gunned their engines as their pit crews scampered away.

**Moment of Truth**

This was the moment of truth. For while the crews had been frantically applying the cars for the four-lap qualification run, which also assigns the car its place in the three-abreast line-up. After that had come hours of practising, changing the four wheels and refueling. Average pit time for this: 16 seconds.

Thousands of drivers had been racing around the track as the racers followed the pace car around to where the starter waited with the checkered flag. With an ear-splitting roar, the race was on.

The track is really a true rectangle with round corners banked high and the cars zoomed down the straight so fast that it was impossible to see more than a blip unless you moved your head. The crowd moved their heads from right to left and back again as though they were at a tennis match. The loudspeakers explained what was going on but the noise of the cars drowned them out every time a car came past.

**Endurance Test Supreme**

Lap after lap, hour after hour, the endurance test of car and men went on. Cars pulled into the pit with their tires smoking, had them frictionally changed. One came in with its brakes burnt out and

The pits were a mass of

shredded into the retaining wall as the pit crew ran. Another came in on fire. The lucky ones went on their way again. Others were out of the race for good.

The winning drive made it to second, the car already showing signs of strain. At first victory after two successive second places, Black with intense focus and all, he clambered stiffly from his cockpit to a hero's reception, while the rest of the field, laps behind the leaders, still斗ed for third.

The crowd, tired but pleased, had settled down to a steady

gathering of beer and sandwiches.

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**Key to Productivity Prescriptions  
TESTING ROUTINE OPERATIONS**

By JOSEPH ROTAN

This first step is important in producing a routine of continuous improvement of manufacturing equipment. Not equally important is the improvement of work methods on the basis of work and methods studies, for such improvements are both cheaper and simpler to effect than mechanization.

In another case, a housekeeping in a certain type of business which requires a lot of equipment, the replacement of old equipment by new is often the best solution.

The critical and administrative employee is generally more sensitive to changes in work methods than the industrial worker, partly because he does not stand to gain from them financially through the incentive wage or premiums that generally accompany productivity reforms in industry. Moreover, the highly skilled administrative official, more touchy than the worker, is about critical or suspicious.

The main role in suggesting changes is to find the way to the worker's heart and to enlist his cooperation.

**When Costs Go Up**

It is a commonplace that in industry any redundant operation has an adverse effect on production costs. Comparative stumbling blocks to be found in office management, but they are harder to detect, entangled as they are in a maze of other detail. Still, if we apply the principle of efficiency and production engineering to office administration, a multitude of negative factors are liable to be brought to light whose elimination or rectification is of prime importance.

In a government ministry

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The 33 tame drivers stopped, lit their gloves and handkerchiefs and gunned their engines as their pit crews scampered away.

**Moment of Truth**

This was the moment of truth. For while the crews had been frantically applying the cars for the four-lap qualification run, which also assigns the car its place in the three-abreast line-up. After that had come hours of practising, changing the four wheels and refueling. Average pit time for this: 16 seconds.

Thousands of drivers had been racing around the track as the racers followed the pace car around to where the starter waited with the checkered flag. With an ear-splitting roar, the race was on.

The track is really a true

rectangle with round corners banked high and the cars

zoomed down the straight so fast that it was impossible to see more than a blip unless you moved your head. The crowd moved their heads from right to left and back again as though they were at a tennis match. The loudspeakers explained what was going on but the noise of the cars drowned them out every time a car came past.

**Endurance Test Supreme**

Lap after lap, hour after hour, the endurance test of car and men went on. Cars pulled into the pit with their tires smoking, had them frictionally changed. One came in with its brakes burnt out and

The pits were a mass of

of those had to travel to the central office to hand in their reports and statistics to be processed, one man was sent down to collect them at the various stations. Considerable economy was thus effected.

In another case, a housekeeping in a certain type of business which requires a lot of equipment, the replacement of old equipment by new is often the best solution.

The critical and administrative employee is generally more sensitive to changes in work methods than the industrial worker, partly because he does not stand to gain from them financially through the incentive wage or premiums that generally accompany productivity reforms in industry. Moreover, his workload was reduced to half his normal office hours so that he became available for other administrative duties.

In yet another public institution with branches all over the country, the previous heavy load of inter-branch correspondence on routine matters was contracted to half its former volume which saved many hundreds of man-hours.

**Performance Standards**

However, although both industry and administration face similar problems, efficiency experts should beware of rash comparisons. One cannot solve the specific problems of office management by faithfully copying the production engineering methods applied in industry. The diversity of problems presented by the different kinds of human endeavour cannot be solved by a superficial and generalized approach.

All over the world, and to some extent here as well, industry has evolved ways of measuring performance and setting standards. In the office, technical and psychological elements make it hard to measure work. No standard of performance can easily be set for clerks who peruse files, or for operating surgeons, or judges presiding in court, but as long as these 50 workers are available for their proper technical duties.

Where formerly each one

had to travel to the central office to hand in his reports and statistics to be processed, one man was sent down to collect them at the various stations. Considerable economy was thus effected.

A factor of primary importance that is all too often overlooked in public institutions is the location and layout of the plant or office.

The more modern arrangement of office furniture and equipment may apparently brighten up the day-to-day operations, but all such changes must be balanced against the cost of moving the equipment, the cost of installing new equipment, the cost of training new staff, etc.

Public's Convenience

In addition, due regard should be paid to the convenience of the public, i.e. its own sake as well as for the sake of office efficiency. Only too frequently cash and enquiry counters and distribution and reception centres for forms are located on the upper floors, while internal departments take up more accessible locations.

The scientific survey of an administrative unit will, in the end, result not only in improved processes but also in reduction in the organization's fundamental structure, inasmuch as it may lead to a redistribution of functions and authority.

This applies more particularly to those professional units which require complete silence, e.g. the processing with care of medical records, etc.

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## Plomer. A Well-Rounded Poet

COLLECTED POEMS by WILLIAM PLOMER. Jonathan Cape, London. 8s. pp. 156.

I MUST confess that till I read William Plomer's "Collected Poems," he was hardly more than a name to me. I had come across stray pieces of his in magazines and anthologies; but in such characteristically well-made poems as "The Lovers," he could not make their particular virtues particularly clear. I came increasingly to feel that magazines and more especially anthologies, do more harm than good when they print only one or two poems of a poet. The tendency is for the reader to treat the poet as a mere dilettante who finds it in a magazine; and he is quite willing usually to accept the part for the whole when he reads an anthology.

I was reminded of these facts by my consideration of William Plomer's volume. Now that I have read it twice—and a good number of the poems more often than that—I am in dismay. "How is it possible for such a good poet to be so little noticed?" It is this that book jacket quotes the praise of such eminences as W.H. Auden and E.M. Forster (who declares that Mr. Plomer is his "favourite contemporary poet"), but the reader will look in vain for his adequate representation in the anthologies.

And I isn't as if we were a man who never writes on the subject. His "Collected Poems" represent the fruit of seven previously published books of verse, the first of which appeared so long ago as 1937.

What can be the reason for this neglect? Is it simply that Plomer's verse has always been unfashionable? For he has come up with other poets to make a sometimes faded mark. He was neither a "Seneque revolutionary in the Thirties, a Prince of the Apocalypse in the forties, or an Envoian logician in the fifties. From the very first, a remarkable achievement—was William Plomer.

### Extremely Readable

Meaning what? For one thing (another clue to his neglect?); to be extremely readable. For—dare I say it—I read this book from cover to cover the first time I laid hands on it—just as if it were a novel. But a warning: I do not mean to make of William Plomer a stick who others to wile in a resumption of their old being. Alas, he is not even that mythical monster. Oh no! Poetry. Nevertheless, there are kinds of poetry which are more easily read than others, and not for that reason either better or worse.

But it is refreshing to read a poet who takes the greatest pains to make himself clear, going so far as to append notes to his uses words he politely fears may be unfamiliar to his readers; hopefully, when he explains that Kilindi is a harbor in East Africa or that damon is a feudal nobleman of Japan; excessively, no doubt, when he writes: "One or two period details here may now be obscure. Vamps were coquettes, and the mooring mast was for the benefit of

chief Oleges / In which he has made no great a name / swallow, naming a rather un- / known death? / Who did a young man die in a cup / when there were house- / holding in the country, and which made them take a fit / in town instead?

But there is much more to William Plomer than the seemingly frivolous and facetious. There is, always in fact, the dimension of a broad sympathy behind the poems. And this comes out especially in a few sketches. The poet has found his siters in great many places: in South Africa (where he was born), in Japan, in Greece, in Switzerland, and in England. One of these portraits, that of a sea-captain "Captain Merv," is devastating and frightening in its brilliance, a deadly, acerbic drawing of the nationalistic (in this instance, the Japanese) vanity, while self-righteousness leads inevitably to war: "The short man scorned / Not satisfied with power, but mad for more." It is this poem which shows best what a keen and exact eye Plomer has for the telling detail; but the same eye is very much in evidence in such successful portraits as "The Playboy" and "Ludwig the Second." These, despite their cruel wit (he sees what he sees), are, nevertheless, compassionate. If he has described the playboy as "A rose-red shiny boy as old as time," he has also taken note of the eyes:

The eyes of some old au- / rian in decay... / Under the frible lurks a / world of pain / Heaven with disillusion, and alone."

**Precision and Love**

It is this turning of his gaze outward rather than inward that distinguishes Plomer from his contemporaries. He is not afraid to let his poetry look searching at the intensity of a more subjective poetry; he gains in lucidity, breadth and human sympathy. However, it must be said that some of the poems give all they have in one or two readings. But not all: the best (and these I believe are permanent poems) are animating by that precision whose other local report as "Housekeeper Missing—Miss Lotte Nussbaum" (48), who came to this country as a refugee from Nazi Germany before the war is reported missing from Spindler, Hyndman Avenue... As a Jew, Nussbaum's shopping-basket was also missing. It is thought that she may have gone out to gather blackberries or mushrooms."

But even when his sources are somebody or other's obscure memoirs (e.g., Thomas Adolphus Trollope's "What I Remember"), or a trivial event rescued from history he turns out a narrative that is alive and kicking. He has:

the story of Trollope's report of what happened at Ostend during the bathing season of 1915. "The Naked of Ostend"; or, "A Fatal Passion" (note, by the way, his use of the double title with his suggestion of a popular Victorian melodrama) is a vicious and successful blend of social history and social comedy: of light action and delightfully retelling of a social comedy of *civis de se civis*; and his technique is amazingly right for the subject matter: a delightful combination of gay rhythms, feminine extravagance, puns, and conversation which catches a social fire.

Fine poems give fascinating answers to such questions (not that anybody asked them): as: What landed on the plate of a vegetarian during a bombing raid on London? What royal object did Dr. William Buckland ("Thee and Gee are the two

### Hebrew . . .

A mixed book of rather odd book of rather odd book is MI Y'MEN Boker Y'FZ 17/22 (Would God It Were Morning, by Shlomo Kadar, Am Oved, Tel Aviv, 675 pp. ILR 80). The oddity begins with the hero, who is a strange eccentric character searching for his lost values, his salvation.

The first part of the book is devoted to this search through psycho-analysis which Mr. Hero undergoes voluntarily, though sometimes reluctantly. Neither he, nor any of the novel's characters have names. They are all designated by their occupation at that moment: the teacher, the buyer of lottery tickets, etc. This is another facet of the book, seen in the manner rather artificial and if it has any meaning, symbolic or otherwise, it was lost on me.

The changes that have taken place since Prof. Zweig's stay in Israel are quite striking. He says that there is no collective agreement in agriculture. Well, there is now. He notes the irregular payment of wages and that this was before the Workmen Law was passed. Arabs are now full members of the Histadrut, and the Ministry of Labour longer pays wages for relief jobs "20 per cent lower than the standard wage in agriculture, which is low enough." Low enough? But a few chapters later Prof. Zweig states: "Production costs are exorbitant because of high wages and low productivity standards."

### Keen Perception

Prof. Zweig wrote a famous Hebrew book on "The British Worker," and he possesses a talent for detecting the typical attitude and underlying psychological motivation. Do you know, he is a genius! Yet all the writing in this book seems to me rather artificial and if it has any meaning, symbolic or otherwise, it was lost on me.

Paris of the analysis are fascinating, though both the hero and his analyst (a woman) talk too much. There is the scene where he is trying to tell the analyst of some experience she is dying to hear. The buyer of lottery tickets, etc. This is another facet of the book, seen in the manner continually interrupting. This makes irritating reading and is too contrived to ring true. The author also introduces many details not relevant to the narrative, though often well written, revealing a keen eye. The style also varies from the flowing, frightened words of Arab refugees.

### . . . and English

DENGUIN Books have

I brought out a new Bird Book, comprising 22 British Birds. It is called "Birds in Colour" and the paintings by the Danish artist, Kai Nielsen. The descriptions by Brian Campbell. Some of the illustrations are quite bewitching, as for example that of the Kingfisher or of the Red-backed Shrike. The descriptions are excellent, and the note warning of confusion with other birds is a most useful innovation. The arrangement giving the pictures first and the descriptions separately at the end is very much to my liking. There are two birds per page, as a rule, and nearly always, where the sexes are different, both cock and hen are shown. There is however, no illustration of the seasonal change of plumage, though it is described in the text.

But the price (hard cover)

is £1.10. Prof. Zweig's Field Guide (Collins, 1952) costs only £1.10—and has all the birds of Europe. All of them in colour. It is quite true that

there are many examples

## A LEVANTINE By William Plomer

A mouth like old silk soft with age,  
The weak chin of a drowsy race,  
Eyes that remember for too much—  
Disease, decrepitude, disarray  
Have worked upon that face.  
And yet the flesh of slow decay  
Outbrawls the pride of bounding foals.  
As on old craftsmen sighs to hear,  
His name neglected in the schools,  
And over the rust upon his tools,  
Through shades of truth and memory  
He twangs, secret as a mole,  
And smiles with loose and withered lips,  
Knowing the workings of his soul  
Had something in them sound and whole.

With Socrates as ancestor,  
And gold, Byzantium in his veins,  
What if this weakness does not work?  
He never takes the slightest pains  
To exercise his drovary brains,  
But drinks his coffee, smokes and yawns  
While new-rich empires rise and fall:  
His blood is bluer than their bones,  
Poor, but no poorer than them all.  
He has no principles at all.

## Brodetsky's Zionist

By Geoffrey Wigoder

**MEMOIRS:** "From Ghetto to Israel"; Professor Seig Brodetsky. Weinfeld and Sons, London. 22s pp.

**PROFESSOR** Seig Brodetsky was one of the outstanding Zionist leaders during the two decades immediately preceding the establishment of the State of Israel. In particular, he was the pride of English-born (he was almost native-born; he was taken to London in 1915). These, despite their cruel wit (he sees what he sees), are, nevertheless, compassionate. If he has described the playboy as "A rose-red shiny boy as old as time," he has also taken note of the eyes:

The eyes of some old au-  
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At the same time, he found that his conception of running the university conflicted with the ideas of others who determined university policy. Unable to persuade them, he resigned and became president and spent his last four years, (until his death in 1941) a semi-invalid, in London.

**THE "Memoirs"** were written during his last, retired years. They were a race against time and he completed only a first draft. A distinguished English Jewish litterateur, edited the book for publication.

Professor Brodetsky had the experiences, humour and particularities to have written a classic book of reminiscences. But perhaps because of the circumstances in which they were written, and partly because of the editing—this book is not all that could have been hoped. It is an engaging volume which will charm and delight Brodetsky's wide circle of friends and interest those who enjoy sidelights on Zionist history, but beyond that its appeal is limited. The work is witty and choppy and includes too much that is extraneous or trivial. It lacks unity and from subject to subject and the approach is anecdotal instead of analytical. There are so many subjects on which Professor Brodetsky could have opened doors. He could have thrown invaluable light on the many Zionist leaders, presented no such difficulties for Brodetsky. By a fortunate combination of circumstances, he had retired in Leeds and discovered the Hebrew University of which he had been closely attached from its inception. It seemed a glorious and natural climax to his career. But the end proved tragic. Within a few months of his arrival in Jerusalem, he was stricken with a severe heart ailment.

In 1954 and played to almost empty houses. Unfortunately he never visited here again.

The book is prefaced by a tribute by Clifford Curzon, who recently appeared with the I.P.O. in Israel. These eight pages are perhaps the best introduction to the book.

Professor Brodetsky died in 1954. Two years earlier, he had written a memoir of his son, Alfred Werner, and what could it be but a paean of praise? Unfortunately, Mr. Werner is a difficult enterprise to Mandel-Katz; he is master at leaving certain priors to the Government; indeed, it is strenuously opposing the proposal. On page 144 Libya surely should read Liberia. Tel Aviv's population is nearer 400,000 than 300,000. These and other errors will no doubt be corrected for the book's next edition.

Professor Brodetsky had

initially set out to revive Scherzer's piano music, presented in cycles of chamber music (trio and sonata) and Lieder cycles together with his wife, the singer Therese Becht. Later came his interpretation of all 32 Beethoven piano sonatas which he recorded and edited in *Urtext*, today still the most authoritative edition. His repertoire included 16 of the 27 Mozart piano concertos.

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